

65



PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 4

NEW YORK, JULY 22, 1920

10c A COPY



MOST women look upon jewelry as just—jewelry. But in the advertisements we have prepared for The E. A. Bliss Company, of Meriden, Conn., makers of an attractive and exclusive line of jewelry novelties, we have endeavored to drive home the fact that in Bliss jewelry a woman can find an individual chain or bag that will harmonize with her costume. Thus we make of Bliss jewelry a valuable dress accessory rather than merely a piece of jewelry. The influence of this new thought is already beginning to be felt.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

The Man Who Buys



In the Purchasing Departments of more than 25,000 important concerns in the U. S. and abroad, this illustration is typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book (*Thomas' Register*) stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering, go to it for information.

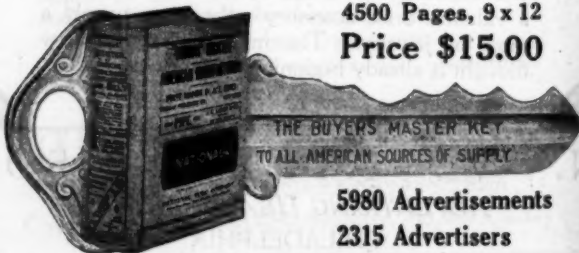
Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year in as large volume as though repeated every issue in weekly or monthly periodicals.

Ask any of the 2315 advertisers in last edition.

THOMAS PUBLISHING COMPANY, 129-135 Lafayette Street
New York City

4500 Pages, 9 x 12

Price \$15.00



**5980 Advertisements
2315 Advertisers**

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII

NEW YORK, JULY 22, 1920

No. 4

Making the Rest of the Line Follow the Leader

A Leader, When Created by Advertising, Can Kill the Rest of the Line or Carry It Along—Story of the Whitman Sampler

By Roland Cole

THERE comes a time in the life of almost every sales and advertising executive when he takes himself aside for a while and asks himself this question: Is my line too extensive? Would it be better for me to concentrate my efforts on one or two leaders and drop the rest of the line, or keep the line intact and add to it?

Several years ago Stephen F. Whitman & Son, Inc., candy makers, of Philadelphia, decided to put out a leader and to advertise it extensively. They had a great many different packages in their line and thought it would be a good idea to make up a new package by taking a few samples from each of their other packages, and to call the new combination a Sampler. Thus two purposes would be served: The Sampler would be something new in the way of a package, like the "Pink of Perfection" or the "Super-Extra," and in addition it would introduce the other packages.

The Sampler became a leader. So much so that there was danger of the public forgetting about all the other packages and thinking only of "Whitman" and "Sampler." Pelleas, in love with Ettarre, sent Gawain to plead his suit for him. But Gawain fell in love with her on his own account and forgot all about his friend Pelleas. That is what happened in the case of the

Sampler. It was necessary for Whitman to decide whether they wanted to let the Sampler crowd the other packages out of public notice or to make use of its popularity to pull the others into the limelight.

A situation like this always raises an interesting question. Advertising is like life. If it could be thought out in advance in accordance with a set of rules, what use would there be in living? Just what Whitman did with this question may help a great many other advertisers to know what to do with theirs.

Some time ago, one of the officers of the Whitman Company, who is also in charge of production, made the remark that the candy business was one of unnecessary complication. "Just look at the things we have to make and carry in stock," he said; "taffy, nougat, cocoa, marshmallow whip, cocoanut bar, caramels, fruits, nuts, and an endless line of chocolate creams. There simply is no limit to the new forms and varieties in which candy may be placed before the public. If we could only have a leader, a specialty, something that we could concentrate on and make in large quantities, I'd feel as though many of my troubles would be over."

In this manner was the Sampler born.

A well-known shoe polish is

Table of Contents on page 182

manufactured by a concern which several years ago made a wide variety of goods. Shoe polish was one item out of an extensive line. The company was only moderately successful, until one day its officers conceived the idea of picking out the shoe polish for a leader and headlining it in the advertising. In a very few years shoe polish dominated the business and all other items were dropped. But unlike candy, the buying mood for shoe polish is not sentimental. It is extremely practical and utilitarian. Advertisers must never forget this buying mood. The frame of mind in which the consumer approaches the purchase of an article must be the angle from which the advertising is written. This is what makes a consideration of the Whitman campaign especially interesting. This company did not chose to let the leader dominate the business. The decision to add a leader proved to be a most excellent thing. But it developed into an unsuspected power for good in an unexpected way.

DANGER AND ADVANTAGE IN THE NAME

The Whitman business was established a long while ago, 1842. Sometimes age is a good sales argument. In the candy business it is not apt to be. Reference to the age of the business may get into the candy.

The Whitman company sought a good name for its leader—a name that would mean many things, including age and sentiment. The only suggestion of age wanted was that implied in the word experience. If there

was danger that the use of the line "Established in 1842" might suggest old candy, emphasis must be laid on the long experience of the company as candy makers.

The selection of the name Sampler was particularly happy.



A Quality Group

All the packages shown here contain candies and confections of precisely the same high quality as those that are put in the Sampler. The difference is in the taste and assortment packed in each box, not in the quality. It is never easy to keep constantly faithful to high standards of quality. During the war, and this trying reconstruction period, it has been unusually hard. Our success is made possible only by the constant, able, faithful attention to the smallest details that go to make perfection on the part of the workers associated with us.

The quality originally put into the Whitman products is maintained also by our plan of distribution direct to selected stores in every locality seeing as agencies for the sale of Whitman's.

STURGEON J. WHITMAN & SONS, INC., Philadelphia, U.S.A.
Also makers of Whitman's Confectionery Company, Confectionery Division

ONE OF THE NEW ADVERTISEMENTS WHEREIN THE LEADER IS SHOWN AS A MEMBER OF THE FAMILY

In the first place the popular meaning of the word is "one who tests or samples," and this was exactly what the company wanted the name to mean before any other meaning. The Whitman line already comprised a fairly complete number of packages, for every one of which a good demand existed. The new Sampler package would be made up of samples taken from all the other packages—the packages for which the greatest demand existed. This would permit the company to say in its advertising:

"The candies in the Sampler were really selected by the millions of Americans who have en-

f the
might
must
ce of
rs.
name
appy.

<p>General Graham Patterson</p>	No. 3279	Voucher No. _____	NEW YORK <u>May 29 1920</u>
	GENERAL CHARITY FUND		
	THE CHRISTIAN HERALD		
	BIBLE HOUSE		
	PAY TO THE ORDER OF <u>Serbian Bible House Am. Comm. 16255 100</u>		
\$ <u>Eight thousand two hundred fifty five</u>		100 DOLLARS	
TO THE BANKERS TRUST COMPANY		THE CHRISTIAN HERALD <u>Graham Patterson</u> President and Treasurer	
ASTOR TRUST OFFICE FIFTH AVENUE & 48th STREET NEW YORK			

Terrible as were the war sufferings of Serbia, war's aftermath is even worse.

Henry P. Davison, as head of the Red Cross, and Dr. Francis E. Clark, as head of the Christian Endeavor movement, gave Christian Herald readers graphic first-hand pictures of the frightful conditions in Serbia—of the call for help in the desperate effort to restore some vestige of her normal civilized life.

The above check is typical of the remittances from the funds instantly supplied by our readers to meet the direct need of the situation—prevention of the spread of typhus epidemics which are exacting so tremendous a death toll from the exhausted population.

As in the past 42 years, their contributions come direct to Christian Herald, to be disbursed and accounted for under Christian Herald management.

This is another of the humanitarian undertakings supported by 300,000 big-hearted and prosperous Christian Herald readers through contributions totaling millions of dollars.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York City

joyed Whitman's since 1842. We packed selections from ten of our best-liked packages in the Sampler—sweets assorted just right for most people, and a charming introduction to ten separate Whitman products."

This was all right so far as it went, but might not the public think two or three things about the new box that it should not think? The word "sample" implies "a small specimen" or something made up for a special use. How could a new meaning be put into the word?

Why, the word already had another meaning. The dictionary shows that a sampler is also "a piece of embroidery or needlework consisting of one or more patterns formerly often worked as a sample of a beginner's skill or for the preservation of the pattern or patterns."

L. W. Wheelock, advertising manager of the company, said the company's interest in samplers brought to light many valuable and interesting specimens of this kind of work.

"A sampler, as near as I can make out," he said, "is a record of a person's progress in needlework. We have collected some fine ones. Just the other day, at a sale of the personal effects of ex-Governor Pennypacker, we picked up this one." The sampler he referred to was about the size of a table napkin, of a material resembling burlap, only finer in texture, with a number of designs worked into it in yarn or thread of various colors. A number of these samplers have been framed and hung on the walls of the company's offices. One bears a date as old as 1811, and following the name of the young or old lady whose work it was are the words, "Her Sampler."

Here was the very idea of age wanted—the suggestion of experience—and a thought of sentiment. As a sampler was a record of a person's accomplishment in the art of needlework, as well as a specimen of their skill, so would the Whitman Sampler be the record and result of experience in

the art of candy making. Sentiment arises from personal contact and interest. If that thought could be got into the Whitman Sampler!

An attempt to do this was made by the creation of a character in the advertising—a girl, representing the reader or purchaser, with the ten Whitman packages open before her. She is shown making up a Sampler box for herself by selecting the candy pieces she wants from the ten open packages. The caption of the advertisement was, "Just as if You Selected the Sweets in the Sampler from Ten Different Packages of Whitman's."

A great deal of care was given to the design of the package which carries out perfectly the idea of the needlework sampler. The background of the box appears to be of brown canvas, with a number of designs worked therein in silk thread of various colors. The name of the package and all lettering is carefully carried out in imitation needlework.

LEADER BECOMES OVER-ZEALOUS

In the history of the Whitman business new packages have been added from time to time and many of them attained large sales. That of course is one of the things hoped for when a new package is added. To have a package strike the popular fancy and create a furore is never a calamity.

The national advertising campaign on the Sampler brought it into favor almost immediately. For awhile one of the ideas put into the Sampler, namely that it would serve as an introduction to other Whitman packages, seemed to be working in full harmony with expectations, and the sales of other packages were noticeably helped by the sales of the Sampler. Then about eight or ten months ago it began to be noticed that sales were flagging slightly on the rest of the line, while Sampler sales went right on mounting. This condition led to an investigation.

The discovery was made that

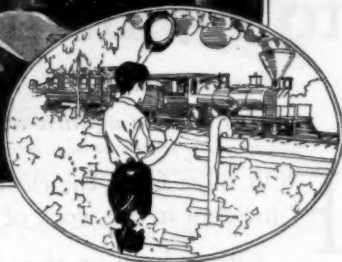
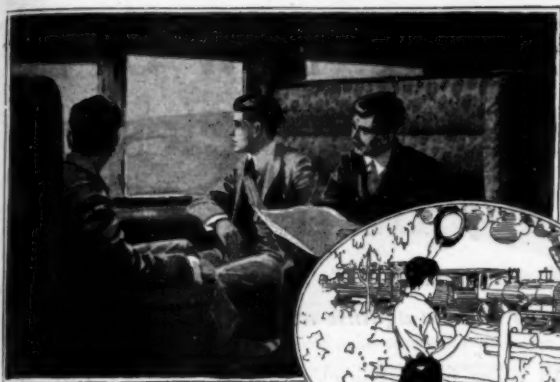
W

he ra
"stea
he wa
piece

The n
suffici
own fe
self m
travels
or rela
ropes
time c
pretty
go and

Better
has giv
look.
what?
beyon
THE A
BOY H
a big p
ing bo
THE

Bra



When father was a boy—

he rarely traveled on the "steam cars". When he did, he was ticketed through like a piece of freight.

The modern boy is more self-sufficient. He stands on his own feet. He can handle himself more confidently. He travels more to distant schools or relatives, and manages the ropes himself. When vacation time comes, he usually has a pretty good idea of where to go and how to get there.

Better current reading for boys has given them a broader outlook. They know more about what's going on. They see beyond their own back fence.

THE AMERICAN BOY has played a big part in helping boys to find

themselves. A definite editorial policy treats the boy mind with respect. In this its publishers reckoned wisely. For twenty years its circulation and influence have multiplied tremendously.

More than 500,000 active, thinking American boys read THE AMERICAN BOY regularly.

These boys are a power in the home and nation. They have wide buying power for "boy" goods. The decisive influence they have in the family purchases makes them a direct sales factor to reckon with in your advertising plan.

When you advertise to them in THE AMERICAN BOY you sell them for today and for tomorrow.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine
for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Selling a new basic principle in design to 64 firms

How one manufacturer won rapid increase in volume against unusual resistance

FOR most firms, the closing of an order is only an incident in the work of the sales department.

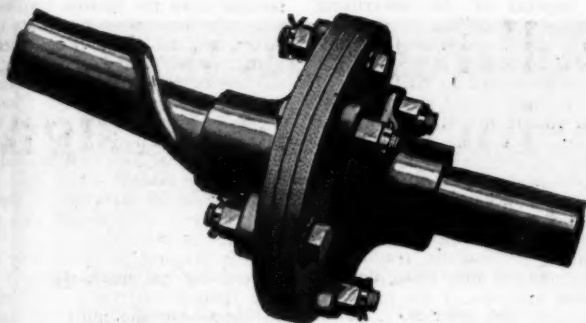
Others have on their books one or two entries that mark really historic achievements in selling. The record of dramatic moments, of serious obstacles met and overcome, usually centers around a few big accounts.

But one firm recently found that such big accounts offered the *only* avenue to orders. Every sale had to be made on a large scale against heavy resistance.

The product itself was a remarkable new type of universal joint for passenger cars and trucks. Its coupling was made of *fabric* instead of *metal*. It eliminated many familiar troubles caused by the old type of *metal* universals.

But for years the old type of joint had been a standard part of motor car construction. It was accepted by manufacturers, by the trade and by the public.

To secure a market for the new Thermoid-Hardy Universal Joint, it was necessary to sell to manufacturers a new basic principle in design. The sale depended not merely on one or two executives, but often on directors, engineers, superintendents, even foremen



Shaft twisted—joint unharmed: tested under tremendous stress, the steel shaft gave way, but the new fabric joint was uninjured.

—on many men who were entirely beyond reach.

Not only was it vital to influence all these men who directly determined the purchase—but also to educate the trade and the public to the advantages of this new, highly technical product.

To win sales rapidly, the new joint had to become a real selling point for the firm that adopted it. Manufacturers, the trade and the public all had to be reached and influenced. It was this resistance to every sale that created at once unusual problems and unusual opportunities in co-ordinating sound advertising with the work of the sales department.

In 1918 the story of this product was told only in trade and technical papers. Beginning with 1919, national campaigns have been released in general publications.

Already 64 leading makers of trucks and automobiles are using the Thermoid-Hardy Universal Joint.

It has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer in working out the problems of selling and advertising this new product.

J. WALTER THOMPSON COMPANY

NEW YORK

CHICAGO

BOSTON

CINCINNATI

LONDON

the impetus of the advertising campaign was selling the Sampler to the public so fast that they were not stopping to consider the idea represented by the Sampler. The Sampler made a hit. They liked it. It may have been designed as an ambassador for ten other perfectly good packages. All this was printed on the inside of the package. When the Sampler was new, the public evidently enjoyed the ceremony of sampling the Sampler, reading the directions and then going out and buying first one of the ten packages and then another. But the national advertising went right on talking about the Sampler. One advertisement read:

"The Message of the Sampler—The man who sent me thinks you will enjoy my beauty and appreciate my quaint bit of needlecraft. He thinks you care for color and form and dainty arrangement, and also that you have the cultivated taste to discriminate the delicate flavors which distinguish chocolates and confections of the better kind. The fellow certainly has a flattering opinion of you, but I am not permitted to say any more at this time—The Sampler Messenger."

The danger was that the public began to think that the Sampler was all there was to the Whitman line. No harm in that, one might think. But with thousands of pounds of candy going through the factory and the dealers carrying stocks of other packages which could not be allowed to go stale, there might come to be a great deal of harm if the public confined its buying exclusively to the Sampler. The leader could not be discontinued or told to hush. It had been a fine introducer and it could still be used for that purpose, if some way could be found to curb its activity without dissipating its strength.

The leader had plunged so far ahead of the field that there was only one horse in the race. Hitching a wagon to a star was not any more difficult than harnessing the line to the leader. A situation of this kind might be anything but

serious when the factors involved are only dozens or hundreds of boxes and the distribution covers a narrow territory. To make a mistake in the daily rations of one soldier's ammunition or food seems so insignificant as to be scarcely worth notice. But multiply that soldier by a million, and a fine young debacle could start at any time in the direction of these soldiers and they might just as well not be there.

This problem is interesting to advertising executives because it is a fundamental thing and liable to happen in the most carefully regulated business families. The lessons to be drawn from the Whitman experience reflect no discredit on Mr. Wheelock and his associates, because the end was not discernible at the beginning, and are valuable to other advertisers as showing some of the wholly unexpected things a pampered and petted leader can kick up when it gets the bit in its teeth.

If experience in advertising proves anything at all it proves that it does not always pay to try and look too far ahead. The Whitman Company is glad now that it was not able to see in advance what the leader was going to do when it was advertised alone. The company has learned that a leader, and no other goods, would not be a desirable thing in the candy business. A gift line should not consist of one individual but of a family—for variety's sake.

FOLLOWING THE LEADER

So here is what the company did in order to preserve its advertising bank balance and earn full interest on every deposit made. Copy in the July publications was changed to feature the Sampler in reduced size with other well-known packages featured also. The Sampler appears at the top of the page, with five other packages beneath it—Nuts, Fussy Package, Super-Extra, Pink of Perfection and Chocolates All Cream Centers—and the heading, "A Quality Group." The copy reads:

involved
eds of
covers
make a
of one
food
to be
multi-
and a
start at
these
ust as

ing to
use it
liable
refully
The
m the
ct no
k and
nd was
nning,
adver-
of the
pam-
n kick
teeth.
rtising
proves
to try
The
now
in ad-
going
ertised
earned
goods,
ing in
t line
indi-
-for

pany
s ad-
earn
eposit
blica-
re the
with
fea-
pears
n five
Nuts.
Pink
es All
ading,
copy

July 22, 1920

PRINTERS' INK

11

Merchandising Your Advertising to the Iowa Dealer

The Des Moines Register
AND
The Evening Tribune

DEALERS, ARE YOU READY?

REAR: BROMSEI, the greatest shirt campaign of advertising ever carried by an Iowa newspaper, starts in the Des Moines Register and Evening Tribune March 30th. A great share of the shirt sale is made through the advertising. Get your shirt, dealers ready now. (Order additional supplies if you need them. There were distributed the selling points as shown by ads contained in this folder. Don't see nothing to your shirt for only for 1920.) (BROMSEI, dealer—many of them, some still require further help from the retail store. Represent the shirt. Take this opportunity to make these register customers. You can do it through this campaign.

The PULLING POWER of national advertising in the Des Moines Register and Tribune

is intensified by our plan of
selling that advertising to the
Iowa retailer, wholesaler and
broker.

111,970 - - DAILY
82,251 SUNDAY

Average 6 Months Ending
March 31, 1920

Member A. B. C.

Ask for Dot Maps Showing Circulation
Distribution in Iowa

REPRESENTATIVES:

I. A. KLEIN.....Metropolitan Tower, New York
JOHN GLASS.....Peoples Gas Bldg., Chicago
W. R. BARANGER CO.....San Francisco—Los Angeles—Seattle

"All the packages shown here contain chocolates and confections of precisely the same high quality as those that are put in the Sampler. The difference is in the kinds and assortments packed in each box, not in the quality."

The singular thing about this copy is that the candy offered to the public in the "other packages" is claimed to be of the same quality as the candy in the Sampler. When the Sampler was first advertised it was recommended because it contained the same quality as the other packages.

Copy for the next few months will hammer away at the problem of identifying the rest of the line with the leader—certainly a curious and interesting development in an advertising campaign. Underlying the whole scheme is the well-known and often-tried idea of sampling—except in this case the samples were not given away but sold. Then came the avowed purpose—a package which would introduce other packages to the public—and the advertising of that package, followed by the unexpected development of the sample package being mistaken for a new package (which in another sense it certainly was) and after that the complete usurpation of public attention by the Sampler, and finally, using the Sampler as a kite to lift the packages it was originally designed to introduce up again to the public gaze.

The candy business is an interesting one to the general public, because its mere mention suggests pleasant things, and it is a fascinating business to those engaged in it, though never at any time have the manufacturers felt it to be an insane riot of unrestrained joy. The war imposed many hardships and the shortage of sugar to the candy maker is what a haunted house is to a darky. But if fortune never comes with both hands full, neither does calamity. The war may have been responsible for the present shortage of sugar, but the war did a great deal to advertise the candy business.

About the time when candy

manufacturers began to wonder what they could do to avoid being classified as a non-essential industry, the public went down to Washington in a body, figuratively speaking, and asked to have candy supplied to the boys in camp and at the front. It was done, and candy surely played its part in keeping the boys sold on America's part in the war.

Just what lessons are other manufacturers to draw from the experience of the Whitman Company and how may they best cash in on this experience? Adding a leader to a line is always a profitable field for mental speculation, and more often than not it has proved to be the turning point in a business enterprise. There are so many sides to the question. Is your line a diverse and extensive one? Have you a family of products, or several families? What do you want the leader to do—introduce the rest of the line merely, or eliminate it?

Perhaps your business is going along like a tired out swimmer, just picking up enough orders this week to keep the factory going next week. You hesitate to undertake a national advertising campaign, for your line is a varied one and you do not understand how to feature it. Picking out one article, concentrating on that one and forgetting all the rest, might be the solution of your problem. On the other hand, such a procedure might prove to be a boomerang, and eventually do you more harm than good. How is a company to tell?

A LESSON FROM THE MARINE ENGINE FIELD

The experiences of others always throw light into dark corners. Not many years ago a concern in the marine engine business struggled along in an uncertain way with an array of twenty or thirty different styles of engines. The sales were better on a few than on others, but none of them seemed to possess the qualities of leadership. At last it was decided to design an entirely new type—a

(Continued on page 163)

Another Forward Step

Through the years we have pursued an unalterable policy—to make our publications better and continue to merit the respect and confidence of our readers and advertisers. And now as an added stimulus to reader interest, we announce as a regular feature of the Providence Sunday Journal, beginning with the issue of August 1st, an

Eight-Page Artgravure Section

This section will be characterized by an excellence of reproduction of both pictorial and type matter that will at least be the equal in artistic character of anything of the kind yet attempted in this country, thus conforming to the high standards that have been maintained by The Providence Journal for more than a century.

Rate 35 cents a line — no time or space discount. Page size 15x20 inches. Column width 2 inches. All advertisements must carry an illustration.

The Providence Journal Co.

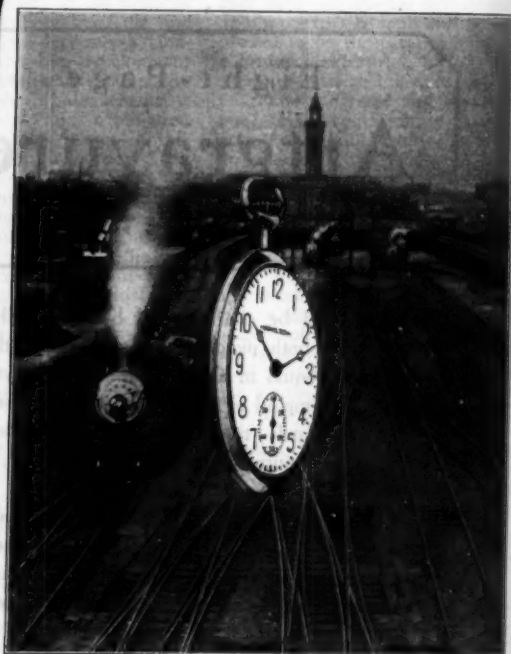
PROVIDENCE, R. I.

CHAS. H. EDDY CO., REPRESENTATIVES
New York Boston Chicago

Collier's

THE NATIONAL WEEKLY

Get a copy



Hamilton and Collier's

The Hamilton Watch
Company has chosen
Collier's as the one
weekly publication
to carry its national
advertising.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager



ARE you in the same boat with some manufacturers we have heard of lately—stocked up to the gills with products made of materials purchased at abnormal prices and manufactured at high labor costs?

If you are confronted by such conditions wouldn't it be wiser to resort to an effective method of immediately moving that merchandise by honest-to-goodness advertising before the present situation hardens against you?

Powerful definitized **NEWSPAPER ADVERTISING** will do it! Spend your advertising money on heavy newspaper campaigns, supporting dealers in territories where you can get 100% selling co-operation. Summer, 1920, conditions call for specific advertising through an all-powerful specific medium of dense and intensified circulation such as the newspaper offers in such territories as you decide will absorb your stock.

*Baltimore should be one such market. Never in its history has it been in such shape to take quantities of worth-while goods at fair prices. Move your merchandise in Baltimore through intensified **NEWS** advertising that gets close to the people, creates consumer action, effects ever-increasing demand and distribution, promotes dealer co-operation and, co-ordinated with active sales effort, dominates the market with a force and intensity that permits of no worth-while product standing still. Net paid circulation, 100,000.*

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Advertising That Uprooted a Foolish Prejudice

The Palm Beach Mills, in a Remarkable Campaign, Quietly Changes a State of Mind

A NUMBER of years ago, a Southern gentleman came North in March, and while it was still a trifle cool, wore his Palm Beach suit on the streets of New York.

He thought nothing of it, because that was the conventional warm-weather garb down where he came from.

But he awakened suddenly to the fact that people are strangely sectional and clannish in their views and habits and modes of dress.

On his way down the street small boys whistled and grown-ups grinned. People stopped and stared.

"Who let him out?" someone yelled.

A policeman laughed and winked.

At his hotel the Southerner found that he was a side-show for the corridor crowd. Waiters tried to conceal their amusement as he dined.

And a friend said: "Jim, for th' lovvva Mike, take off that underwear you have on before somebody with a gun shoots you."

"What's the matter with the suit?" was asked.

"Matter! Up here they never wear anything like that. During July and August, at the beach, you'll occasionally see a pair of white duck or flannel trousers. But nix on the B. V. D.'s for general street wear."

"But what happens when the weather warms up?" demanded the Southerner. It was his first visit to New York.

"Oh, lightweight clothes, but not of light colored material. You are not in South America, you know."

"What has that to do with it?" insisted the other. "These Palm Beach suits are cool and comfortable. Everybody puts them on where I live."

"Can't do it up here," returned his friend; "New York won't stand for it."

But the Southerner was disgruntled and unconvinced. The explanation was painfully inadequate to him. He looked upon the prejudice as a very stupid one indeed. Before his return he made a prediction.

"You fellows will yet come to wear these suits. I'm certain of it. Laugh at women for wearing furs in summer. Men are just as bad when they wear dark, heavy clothing in summer. The other sort *look* cooler. And looking cool is a benefit to humanity."

Manufacturers of lightweight materials for men's clothing have had a somewhat serious and stubborn prejudice to overcome. The Palm Beach suit, while popular in the South, ran against popular suspicion and false pride in New York and many parts of the North. Simply because it had never been done before, it was quietly frowned upon.

ADVERTISING ALWAYS PROGRESSIVE

From the very start, these manufacturers have believed in the most progressive forms of advertising. First they exploited the idea of style. These suits were well tailored. They had essential style lines. They were washable. They were economical. And still the fool prejudice persisted.

There was one original Palm Beach Cloth registered as a name in the United States patent office, although as the idea took hold other manufacturers stepped into the field with kindred lines.

Realizing that the very light shades were open to existing prejudice, the manufacturers produced Palm Beach cloth in a really wonderful array of patterns and shades. Men who thought they were "conspicuous" in the light suits could have the

same summer comfort in darker fabrics.

However, it was still noticeable, and aggravatingly so, that men allowed petty, ill-founded vanities and prejudices to interfere with the Palm Beach idea. They were afraid of what the other fellow might say.

A few hardy, independent souls accepted the suits in true tropic shades, criticism or no. Bravely they went forth into streets and offices. But they were good little arguers and they had common sense on their side.

ADVERTISING HAS HELPED TO WIN FIGHT

And so the fight has gone on, until, with the assistance of wise advertising, culminating in a truly remarkable campaign this summer, the Palm Beach suit has at last won its battle. More and more are being worn. The objectionist is giving ground.

This season Palm Beach cloth advertising has concentrated on the comfort idea. Both in magazines and newspapers the cause of the fellow who wears them has been espoused. The advertising takes his side and does his talking for him. The copy and illustrations flat-footedly poke fun at the man who does not wear the fabric and who has always made fun of those who did.

In spirit, each picture is a cartoon in which a good-natured fling is taken at the man who punishes himself on a torrid day by wearing the conventional suit. The constant wearing down process of these illustrations must surely have its effect.

It might not have been wise to say: "Palm Beach suits are all right. Wear them. There is no reason why you should feel ashamed or embarrassed in them." This would introduce the unpleasant negative. It would be admitting that not all men are sold on the idea.

But it was permissible to talk comfort. There could be no comeback, no controversy. Palm Beach cloth is lighter in weight, and it does fight off the sun.

These little human dramas

have been drawn from real life and there have been a great many different ones. There is the scene in the "last coach on a suburban train heading for a hot day in the city." The Palm Beach suit man, looking cool and comfortable and well dressed, stands looking down upon a friend, dressed otherwise, who is mopping his brow and complaining of the intense heat. The text is as breezy as the idea:

"What the smiling chap's thinking goes something like this: why will they suffer? Certainly a heavy suit in summer is a handicap to the day's work, and means a notch of discomfort for every jump of the mercury."

It is the man who once laughed at the Palm Beach suit idea that comes in for banter, just as a reversal of form. This advertising will make the fellow who wears them feel more at home. It is Mr. Obstinate who is the laughing stock.

It has not been an easy matter, apparently, to make men realize that you can have a Palm Beach cloth suit in dark shades, if that happens to be the preference. Special advertisements and illustrations have had to be devised to correct this false impression.

Change in the buying habits of people has always been a difficult and complex problem.

It was true of asking women to forsake old-fashioned sad irons for the new electric type.

It was true of the washing machine, because women insisted that no machine, however perfect, could get clothes *really* clean.

It was true of powdered coffee and the suggestion that a cup of the real beverage could be made, quickly and easily, without boiling, in a coffee pot.

It was true of the safety razor.

In fact, it has been true of a wide variety of things. Advertising has had to prove its case here as nowhere else. The cleverest copy, the most ingenious and persuasive arguments and the most carefully thought out illustrations have been necessary.

Clothing men say that New

York and other cities where strong prejudice against tropic weight light garments existed have finally yielded to the constant persuasion of advertising.

And the advertising has shrewdly conveyed this idea:

"No matter what some misguided men say against the Palm Beach suit idea, it's sensible and it's right, and the man who talks against it talks very stupidly. You have every right to laugh at him. And you can be stylishly garbed in these suits. They are not ugly and ill-fitting."

"La Touraine" Account with Ruthrauff & Ryan

The W. S. Quinby Company, Boston, producers of "La Touraine" Coffee and "La Touraine" tea, has put its advertising account in the hands of Ruthrauff & Ryan, Inc. New York. This agency is also handling the advertising of "Cereal Meal," manufactured by the American Health Food Corporation, Denver, Colo.

The advertising account of Samuel Goodman, "Goody" middies, Baltimore, Md., is being handled by this agency through its Baltimore office.

Warner Bates, Advertising Manager, H-O Company

Warner Bates, a former newspaper man, has been appointed advertising manager for The H-O Company, "H-O" oat food, "Force" wheat flakes, and "Presto" flour, Buffalo. For the last year and a half Mr. Bates has been secretary of the Wholesale Merchants and Manufacturers Association of the Buffalo Chamber of Commerce.

New Orleans Agency Has New York Office

The Chambers Agency, Inc., New Orleans, has opened a branch office in New York. This Eastern office will be operated under the personal direction of Stuart O. Landry, president, and Morton Caldwell, vice-president, but will be in charge of T. W. D. Weaver, formerly of the New Orleans office.

Grape Ola Account With Rankin Agency

The Grape Ola Products Corporation, manufacturer of a number of soft drinks, New York, has put its account with the Wm. H. Rankin Company, Chicago. The work will be done by Chicago and New York offices. Newspaper and magazine space will be used.

National Cash Register Has New Advertising Manager

E. B. Kemble has been appointed advertising manager of the National Cash Register Company, Dayton, O. Mr. Kemble succeeds Mr. Haig, who is now with the Delco Light organization as its Latin-American representative. Mr. Kemble has been with the National Cash Register Company for the last year and a half and was formerly manager of its art service department.

"Asia" Account With Thomas F. Logan, Inc.

The American Asiatic Association, New York, publisher of *Asia*, has put its advertising account in the hands of Thomas F. Logan, Inc. A campaign, which will probably include magazines and newspapers, has been planned.

R. C. MacLellan, Baltimore & Ohio, Advertising Agent

R. C. MacLellan has been appointed advertising agent of the Baltimore and Ohio Railroad, with headquarters in Baltimore. Mr. MacLellan has been associated with the Baltimore and Ohio for a number of years.

New Advertising Manager of Baker Food Products Co.

C. Radcliffe Haffenden, recently with the advertising department of the National Biscuit Company, has taken up the advertising managership of the Baker Food Products Company "Delicia" package meats, Chicago.

George Frank Lord Joins Liberty Agency

George Frank Lord, formerly advertising director of E. I. Du Pont de Nemours & Co., Wilmington, Del., has recently joined the Liberty Advertising Agency, Inc., New York.

Briggs & Stratton Account with N. W. Ayer & Son

The Briggs & Stratton Company, maker of automobile accessories, Milwaukee, Wis., has put its advertising account in the hands of N. W. Ayer & Son.

Fleischmann Yeast Account With J. Walter Thompson

The Fleischmann Company, maker of compressed yeast, New York, has put its advertising account in the hands of J. Walter Thompson Co., Inc., New York.

Right-of-Way Advertising

What It Is. Not Handled By the Railroad Company, but By an Agent Acting for the Railway. No Fixed Rental Charges, Since There Are Many Varying Factors That Enter into Rental Determination

OMAHA, NEBR., June 29, 1920.

Editor of PRINTERS' INK:

Some time ago there came to the writer's notice a new branch of advertising being used by several railroads with considerable profit. The originators of this kind of advertising have called it "right-of-way" advertising.

As a subscriber to PRINTERS' INK, I have been so much surprised in not seeing any articles dealing with or explaining the benefits and plans of this new class of advertising. Of course I realize that it is very much like poster or outdoor advertising, and possibly you might believe it to be the same thing.

I would appreciate any information you may give me as to the name of railroads having such a source of revenue, or whether or not they favor a railroad department or an independent agency to market the space, how long has this class of advertising been used and whether or not in your opinion it is worthy of an advertiser's consideration for purely publicity purposes. I also would appreciate names of any firms handling this advertising, so that I might get in touch with them regarding original cost of installation, space, charges and cost of upkeep.

F. A. CHICKERING.

RAILROADS that make a practice of leasing right-of-way space along their lines for billboards generally handle it through their real estate departments. The real estate departments usually do business with the poster companies which make a specialty of erecting, painting and maintaining billboards. Seldom, if ever, does a railroad have anything to do with the erection of signs or the maintenance of them, preferring to have the business come to it through a regular and responsible agency, just as a newspaper wants to do business through established advertising agencies.

There is no fixed rate upon the part of railroads for the rental charged for the space occupied by the boards. In practically all cases the ground is leased for a

year at so much per running foot.

The minimum is about 25 cents per foot. Density of travel on the railroad, location, etc., are factors which affect the price.

As to the value of right-of-way publicity, the number of careful advertisers who use this medium indicates they must achieve satisfactory results from it. There are a number of consistent advertisers—the familiar Horlick cows, the Ingersoll watch, many of the paint companies, etc.—who continue to take space on the more heavily traveled lines.

Right-of-way advertising is, of course, entirely different from railroad station advertising. This refers particularly to suburban stations about the larger cities. In these cases the railroads have generally appointed special representatives to handle station publicity along with the advertising in their coaches.—[Ed. PRINTERS' INK.]

D. G. Clark Heads Canadian Advertisers

D. George Clark, of the McClary Manufacturing Co., has been made president of the Association of Canadian Advertisers, Inc. Mr. Clark succeeds W. C. Betts, who has resigned. Other changes in the directorate of this association include: W. G. Steward, of the Goodyear Tire & Rubber Co. of Canada, Limited, vice-president; H. E. Mihell, of the Imperial Varnish & Color Co., Toronto, director. Mr. Mihell succeeds E. G. Hogarth, who has resigned.

Direct-Mail Convention in October

The Direct-Mail Advertising Association will hold its annual convention in Detroit next October. The Adcraft Club of that city will make all preparations for the gathering. On September 3 the officials of that club and members of the Association will meet to discuss plans for the convention. It is expected that 1,500 delegates will attend.

Advertising Manager of Fire Insurance Company

Edwin L. Sullivan has been appointed advertising manager of the Home Insurance Company of New York. He was formerly assistant to the advertising manager of the American Motors Corporation, and was recently with the advertising department of the Atlas Portland Cement Co.

You Need Philadelphia

The third largest market in the United States.

National advertisers and advertising agencies who are now planning for Fall and Winter advertising campaigns in the daily newspapers will naturally think of "The Bulletin" first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is visited each day by "The Bulletin."

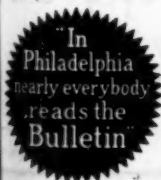
"The Bulletin's" reputation for the quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report:



466,732
copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

424,845
Philadelphians
have an average of
\$530 in the
Savings Banks
of Philadelphia.

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Little Dots on the Map

—indicate communities of buyers—consumers—
of your product.

Dominant newspaper circulation spreads your
advertising barrage and creates and stimulates demand—*induces sales* in the territories you select.

The 2,500 dots on your map of the Cincinnati territory represent as many towns in which lives the buying population of this prosperous trade area.

The Cincinnati Post

is the direct route to the homes in this productive territory—it most effectively and thoroughly covers the Cincinnati market, both dealers and consumers.

Include The Post in your 1920 schedules.

Daily average net paid circulation for six months ending March 31, 1920, was 177,768.

The Cincinnati Post

*Largest Circulation of Any
Cincinnati Newspaper*

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers



THE newspaper which is efficiently managed is better able to cope with rising costs. To the advertiser, the importance of Scripps methods of economical operation is at once made evident upon examination of Scripps rate cards.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Without Reservation

SPRING a startling or unusual bit of news on a Chicagoan and he immediately wants to "see what The Daily News has to say about it."

What he reads about the story in The Daily News is what he finally accepts *without reservation*.

"Seeing what The Daily News has to say about it" is more than a habit with seven out of nine Chicagoans. It is a fixed attitude of mind toward all matters that occur outside of their limited personal experience.

And it is this literal acceptance of its inherent reliability that makes Daily News advertising so wonderfully profitable to all who advertise good merchandise to its great army of readers.

The Daily News

First in Chicago

Honest Photographic Tricks

Stunts You Will Want to Know About When the Occasion Demands

By C. H. Claudy

FAR be it from the present scribe to suggest even momentarily that trickery be resorted to for other than legitimate ends. A pocket-knife is a good companion, the peaceful uses of which are no less happy because a villain might use it for the purpose of maliciously puncturing an automobile tire, or scratching a highly finished desk top. And just because photographic trickery *may* be used to deceive, is no reason why the same art should not be used to produce better photographs for legitimate sales methods.

With which apology let us examine for a minute into the how and why of the falsity of that most ancient of doctrines, "The camera cannot lie."

If a camera be pointed up toward a tall building, the resulting picture seems to make that building lean backward, away from the beholder. If the camera be pointed downward (say from the roof of an adjacent building) the structure so photographed would seem to lean inward, toward the beholder.

The camera does not care whether it be a building, a tree, a person or a road—the distortion caused by tilting the camera forward or backward is the same. Therefore, if it is desired that a street normally level be pictured as a hill, the camera is pointed somewhat downward, and if a grade in a street is to be flattened out the camera is tilted up in making the picture.

There are factors which govern the apparent size of objects in a photograph—the distance at which the camera is placed from the object, and the focus of the lens. The greater the distance, other things being equal, the longer the focus of the lens, the larger the object in the photograph. With a six-inch lens and the camera twelve feet away, the image is just half the size it would be were a

twelve-inch lens used at the same distance. But the two images would be identical, although differing in size. Now suppose the twelve-inch lens is put in a camera twenty-four feet from the object, while the six-inch lens is left in a camera twelve feet from the object. The result will be two pictures identical in size, but differing considerably in their "drawing" as the artists call it. And if the distance were, instead of twelve and twenty-four feet, six and twelve feet, the distance would be mightily in favor of the picture made with the longer-focus lens.

The reasons are found in photographic optics, too abstruse to go into here, but it can be set down as axiomatic that a long-focus lens at a greater distance away gives a more true-to-life drawing than a short-focus lens at a near-distance. In a word, the reason is that our eyes "see" images at normal distances as if said retinal images were formed with a lens of about ten inches focus. If we use a camera lens of five inches focus and get twice as close as we would normally stand to view the object, we get a photograph the "drawing" of which is not the "drawing" we see with the eye.

MAKING SMALL ROOMS APPEAR LARGE

There are places where only a short-focus lens *can* be used. Normally, in making interior views of rooms of moderate size, a very short-focus lens must be used, otherwise we don't photograph the room, but only one wall or corner of it. The short-focus lens exaggerates the "drawing" so that a small room seems larger than it really is. From this deduce the rule that to magnify the apparent size of interiors and produce spaciousness in the picture where spaciousness isn't in nature, use a short-focus lens.

While on the subject of interiors, let it be said that the process of photography doesn't contemplate the making of pictures of outdoors and indoors at the same time. The light outdoors may be anywhere from one to one hundred thousand times stronger than indoors. The interior picture may take minutes to expose, while the exterior view may need a fraction of a second. Consequently, when making an interior view which includes a window or a door, the "outdoors" showing through said window or door is so vastly over-exposed that it comes out as a blank white space, if indeed it doesn't blur all over the surrounding window or door frame, with what the photographer calls "halation," meaning "too much light in the wrong place."

The clever photographer knows a simple trick which, while a little trouble to perform, is worth much in the beauty of results it affords. He *covers up* his window or door, preferably from the outside, with a black cloth. He makes his interior view with whatever exposure is necessary. Then, without moving the camera, he carefully caps the lens or closes the shutter, and removes the black cloth, after which he gives a second, supplementary exposure, lasting for whatever small fraction of a second is necessary to "take" the outdoors showing through the window or door. The result is a picture so unusual and yet so natural as to excite comment—which is more than is done by the photograph with a blank white window or door in which the "artist" has *drawn* a tree or a meadow or something, for he is a clever artist indeed who can draw accessories in the photograph and make them photographic.

There is another place where double exposure can be "faked," to use the photographer's term. Rooms which have open fireplaces in them make better-looking photographs if the fire is burning. But an *actual* open fire will produce a blurred white patch, just like a window or door, if combined with the long exposure nec-

essary for interiors. The solution of this riddle is simple enough. Make the time exposure for the room with the fire laid, *but not lit*; then crumple a single sheet of newspaper, lay it on top of the firewood, light, and expose during its few seconds of burning. The firewood will show in the resulting picture as just nicely lighted.

COMBINATIONS USED IN ADVERTISING

The combination photograph is a result of making two pictures into one. Its uses are infinite, and if cleverly done the work frequently results in a picture which could not otherwise be obtained. For instance, let us suppose a large building, situated on a couple of narrow streets. There is no point of view from which the front and side of this building can be well seen at once. Two photographs are made, one from one point of view, of the front, the other from another point of view, showing the side of the building. These prints are carefully cut, and pasted together on a single mount. The resulting photograph, which should be large, is then photographed, the copy being smaller than the original. The result is a picture of the building as it would look if the operator were able to back off from it a much greater distance than the surroundings really permit.

It is easily possible to combine two photographs of such unrelated objects as airplanes, balloons and other aerial crafts, and a landscape. This is done by the process known as "double printing," in which the landscape is first printed, after which the negative of the aerial object is used, printing in the dirigible or whatever in the otherwise blank white, sky of the landscape. Such "fakes" have been used often to illustrate magazine stories: they are of little interest to the advertiser except as illustrating a principle. But there are numerous cases where an advertiser wants a picture of his product in use, where such pictures cannot be easily obtained without difficulty. In such cases the combination photograph is resorted to, in which

the thing advertised is photographed to scale and pasted upon the place-photograph, where it is supposed to be used. In this way an automobile can be put where no automobile was in the landscape, a hoisting machine may hoist where a block and fall and man-power did the work, or the head of a celebrity may adorn a body doing something the celebrity cannot do—climb a mountain, skate or turn a flip-flop.

As to the ethics of such photographs, it seems clear that if the intent is not to deceive, but merely to illustrate; if in the case of the transposed head permission has been obtained to use it, there is no reason why such pictures should not be made and used.

The technique of making such photographs is largely concerned with having the two "drawn" to scale, and put together with due regard for the correct apparent distances in the picture. To illustrate, suppose a picture of the sea, taken from shore, in which the

actual photograph of water from sand to horizon line is three inches. These three inches represent three miles of space. Now take a picture of a small boat, a rowboat. Put close to the shore edge of the water, it appears natural. Shift it upwards one inch, and it immediately becomes a huge mastodon of a rowboat such as never was on any sea. This is an exaggerated example; there is no such opportunity, for instance, to misplace a motor-car upon the road, yet the principle is the same, and a car which was pictured from a distance of twenty feet, and placed upon the landscape in a position which was forty feet from the camera when the landscape was "taken," will look out of all proportion.

Particular care must be exercised in the substitution of heads on bodies, for motor-cars vary from 100 to 140 inches wheel base, but heads vary in size less than 10 per cent for each sex. An inch too long or too short is nothing

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

in a pictured boat, railroad train, motor-car or building, but on the end of a nose an inch is amazingly enormous.

The mechanics of pasting up two or more photographs to make one contemplate the smoothest of cardboard mounts, the sharpest of knives and scissors and invariably as large-scale photographs as may be possible, that the reproduction may be as much smaller than the pasted-up whole as is feasible.

"NATURAL"—APPEARING GHOSTS

The motion-picture screen has made us all familiar with the "ghost" picture, now usually used to show a fond memory of the thoughts of some character. The same process used to produce such motion pictures is used in "still" photography. An example used some time ago was in a life-insurance advertisement, delineating a husband, smoking before the fire, and seeing a vision of wife and small children begging in the streets, because, presumably, he had not taken out enough insurance. As commonly made, such pictures are unattractive, because the one is obviously an inset in the other. But if the two are made by double printing, in which the vision picture is merely printed *over* the background picture, so that the vision is but little more than a suggestion, and the background *clearly shows through*, the impression of reality is very strong. To do such work well it is only necessary to remember to have the background *dark*, the "vision" rather *light* in tone. Reversing this, and having a light background and a darker vision does not give any effect of reality. The reason is psychological—we associate ghosts, visions, half-thoughts, with *light, white, misty, foggy* tones. We do not associate them with dark silhouettes. Whoever heard of a black shroud on a ghost?

The familiar large picture of a small object, shown large by comparison, is most easily accomplished by the camera. A picture of a shoe of huge size, over which climb, crawl and gambol a horde of children, for instance, is made

by photographing the shoe, on a table, with a long-focus lens and a close view-point, then getting a picture of a crowd of children playing on a hill, cutting out their small images and setting them in or on the large shoe picture. Such efforts are merely matters of proportion; and proportion, as has been stated, is a matter of distance from object and size of lens.

Many advertisers show growth of their scales or plants or industry or something by comparison pictures: a little house for the first factory, a bigger one for the factory ten years later, a huge building for the factory of today, or a little cow for the milk product, then a whole flock of cows for the sales of the milk product to-day.

Such comparisons can be most entertainingly shown by comparison photographs *printed the one on top of the other* rather than side by side. It is a peculiarity of the photographic process that one picture may be printed on top of another and both show plainly even if inextricably intermingled. The less the complication of the picture, the less the resulting tangle, of course. Thus, in printing three cows of assorted sizes one on top of another, the relative size will show the more plainly if they all stand upon the same basic plane. The same is true in showing the growth of an industry by the sizes of buildings, printed one on top of the other, and most true of all in printing one-, two- and three-inch-high human figures—superimposed they should all stand on the same block.

Altogether, trick photographs offer a most inviting field for the advertiser looking for something different in the way of illustrations, and, as already elucidated, the process has nothing in it of trickery, so far as the ethics are concerned, so long as the end is illustration and not deception. Of course, trick photographs can be used to deceive, but so can words, which is no reason against the employment of either words or trick photographs for a legitimate purpose in a legitimate way.



A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children

By Marianna Wheeler

Home Building and Decorating

By Minnie Francis

Fashions and Dressmaking

By Martha Evans Hale

Knitting and Crocheting

By Margaret Kingsland

Cookery Problems

By Marion Harris Neil

Food

By Dr. C. Houston Goudiss

Entertainments

By Esther White

Little Gardens

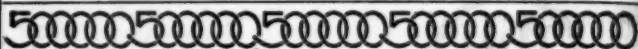
By Lewis E. Thies

Wild Life and Bird Protection

By Thornton W. Burgess

The People's Home Journal
NEW YORK

For 35 Years the Magazine for every Member of the Family



Ask Leslie's

GLANCE over the typical questions listed here—you can ask Leslie's anything like them. It is the new Leslie's service to Leslie's readers.

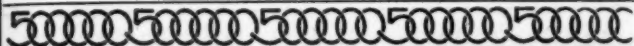
Only the other day, one of the greatest laboratories in the country wrote us as follows: "We are familiar with the advice and service you have rendered in your Investment Department and do not doubt that you will do equally as well in the practical lines of building material and supplies." And building is only one field that we shall cover.

This famous laboratory is one of the agencies that will co-operate with us in supplying the information you want. In every case we shall go right to headquarters for the material which we shall supply to readers free of charge. Ask Leslie's anything.

FRANK L. E. GAUSS

Advertising Director





TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my trucks?

Will it pay to buy adding machines for use in my wholesale hardware business?

What are the different kind of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home, located ten miles from the city?

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST



LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Try it out in Representative Milwaukee

Pulling Power Plus

In buying newspaper space base your judgment in selecting the right medium on 1—Circulation—quality and quantity, 2—Character of paper, 3—Rates, 4—Amount of advertising carried, and 5—*Probable pulling power.*

Select a newspaper in Milwaukee on this basis and it is bound to be The Journal. The Journal has a greater circulation than any other Milwaukee newspaper which shows its character. It reaches 4 out of every 5 of the English-speaking families of Milwaukee. So you cover the city at only one cost. The Journal prints more advertising the year 'round than the other newspapers combined which gives an idea of its tremendous pulling power. It is *pulling power plus.*

The surest, quickest, and most economical way of steadily increasing sales for your merchandise in Milwaukee is by concentrating your advertising in

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

The Condition of Our Railroads: The True Story

A False Light Has Been Shed Upon the Condition of the Railroads Since They Have Been Returned to Private Ownership—Railways Are Doing More Work To-day Than Was Done a Year Ago

By J. G. Condon

QUERY ONE—Is there reason for panic among business men because of the present railroad situation?

Executives of the larger lines, in an excellent position to know the answer emphatically reply in the negative.

QUERY TWO—Is the railroad situation as bad as it has been painted?

It depends upon who does the painting. Some pictures of conditions, done by propagandists with a purpose, make matters much worse than they really are. There is no question but that American railroads need bolstering, but there is a reason for their present condition, and the men who made them what they were in the old days—or men who studied under the Harrimans, the Hills, the Cassatts and the other mighty builders—are on the job again, and it is unlikely they will fail at the task of restoring to the nation its great transportation industry. As to why the situation is what it is, more anon.

QUERY THREE—Can business men help better the situation?

Yes, and in a most important way, but perhaps it would be proper to go more into detail regarding the answer to the second query before discussing this phase.

During Government control business men who found railroad service far from what it had been in the years preceding the war blamed the deficiency—with some reason—upon the methods in vogue at Washington and the experiment in which the Government was engaged. Since the return of the railroads to their owners, a new class of protestants has taken the floor. Those who believed that the Government should not have returned the roads, but should

have continued the experiment for at least five years longer or kept them permanently, have become vocal, spreading far and wide their cry that private ownership has failed utterly. Experienced railroad executives are astonished at the attention given this class. One of them recently dug up an old *Saturday Evening Post* editorial as describing the situation. Here is what he read:

"There is nothing about a Washington job, beginning with the Presidency and working on down, that changes the character and competency of the man who fills it, though it may and often does shackle him to outgrown tradition and outworn precedent. A bungling, bone-headed private citizen is not transmuted by election or appointment into a competent servant, though he is often press-agented as one.

"All this, of course, is the obvious; but this is a time to state and restate the obvious, because almost every scheme of world-saving that is receiving consideration ignores the simple and proved facts of life and character. The obvious is too plain, too unexciting, too much like the well-settled middle years of matrimony for a world that wants jazz, hokum and soulmate economics.

"Often more than not, the obvious course is the right one. But once that is admitted, a lot of lawyers and deep thinkers will be out of a job."

There has been no effort upon the part of managers to deny that railroad conditions are unsatisfactory. Innumerable strikes, a severe winter, greater traffic without any increase in the facilities for handling it, have seriously hampered and retarded the various lines. Daniel Willard, president

of the Baltimore & Ohio Railroad, addressing the Interstate Commerce Commission in connection with the application of the companies for increased revenues, made no bones of this when he said:

"It is undoubtedly true that under existing conditions the railroads as a whole are not able to furnish, or at least they are not furnishing, the transportation necessary to meet the present requirements of the commerce of the United States. This situation presents a serious and difficult problem which must be dealt with; but like all other problems, it can be dealt with more effectively, if first of all there is a full understanding of the entire situation."

Mr. Willard's statement, while intended for the members of the Interstate Commerce Commission, merits the attention of every business man. Efficient transportation means much to everyone of them, but none can grasp the significance of the present situation without a knowledge of the immediate causes for it. Here are some features of the problem admitted by Mr. Willard and his associates.

THE FREIGHT CAR PROBLEM

When President Wilson took the railroads over they owned approximately 2,260,000 freight cars, of which 128,780, or 5.7 per cent, were in need of repairs and unfit for service. During Government control, the Railroad Administration bought 100,000 cars, but this purchase covered a period of twenty-six months and represented a total such as the railroads usually bought every twelve months. When Government control ended, the railroads found themselves with 2,362,000 cars, about 102,000 cars more than when the Railroad Administration began to function. The Government had not retired aged and infirm cars as regularly as the railroads previously had done, and the number of bad order cars had increased to 6.7 per cent, or 153,727, some 25,000 more than before they were taken over.

The situation, it is contended, is considerably worse, however, than the figures indicate. Rules made by the Master Car Builders' Association previously had governed the condition of cars moving from one line to another. The Administration changed this and made it possible to interchange cars, if they were safe to run, without regard to that part of them which carries the lading. It is the general impression among railroad officers that from one-fifth to one-third of the box cars of the country have been permitted to deteriorate from the floor upward to such an extent that they are actually unfit to carry a general merchandise business, such as grain, flour, etc. The same condition obtains to a considerable extent with regard to coal cars.

The latest figures show that the bad order cars are now 7.4 per cent of the total owned, an increase of 50,000 cars unfit for use and actually out of service as compared with the beginning of Federal control. This increase undoubtedly is due to the recent re-establishment of the old rules regarding the condition of cars offered in interchange between railroads.

Under ordinary circumstances the number of bad order cars should be below 4 per cent. If that could be brought about today it would mean that more than 75,000 cars would be placed in service that are now unfit to run. How to bring this about is one of the most important problems confronting the carriers. Notwithstanding every effort it will probably be six months or a year before existing equipment can be gotten in as serviceable condition as it was at the beginning of Federal control, or in as good condition as it ought to be under existing circumstances.

Another phase of the problem is the use that is made of the car when it is fit for service. This is measured by the average loads carried and by the average miles per day cars traveled. In 1916 freight cars on American railroads made an average of 26.9

miles per car per day. "This was the best showing for the last ten years. Under Federal control, the average miles made in 1918 was 24.6 and in 1919 it was only 23.1. Making 23 miles per day means that if the total miles made by any given car in a year are divided by the number of days in the year the result would be 23.

The average freight car is loaded at least twenty-five times a year. A shipper generally has 48 hours free time in which to load a car. If the movement is all on one railroad ordinarily there is no great delay in transit, but when a haul is over several lines there are always delays incident to the transfer from one to the other. At destination the consignee also has forty-eight hours free time to unload it, except in the case of certain commodities, such as coal at tidewater or the lakes, and export freight at tidewater points, when a greater allowance is permitted because of conditions.

Calculations indicate the average freight car is actually in a train moving between terminals 2.6 hours out of the twenty-four, or about 11 per cent of the time; that it is at the service of the shipper or receiver about 37 per cent, and that the rest is consumed in switching to or from the place where it was loaded or unloaded to the terminal where it is made part of a train, or else it is on interchange tracks or being repaired, etc. Undoubtedly much can be done by the railroads to bring about a better use of cars fit to run, but maximum efficiency can only be realized by effective and sympathetic co-operation between transportation men and the users of the cars.

DECREASED EFFICIENCY OF LABOR ANOTHER PROBLEM

These conditions, which have hampered railroad executives as they resumed control of their properties, are ones upon which they can put their fingers definitely. In addition, however, there is that great elusive trouble-maker, the decrease in the efficiency of labor, the extent of whose depre-

dations it is difficult to determine. That it has done much to affect the situation is readily agreed by all the executives. Elisha Lee, vice-president of the Pennsylvania, described it the other day when he pointed out that while the total freight and passenger traffic of his railroad increased by 18 per cent in 1919 over 1915, to handle it required 31 per cent more men and 129 per cent more dollars in wages. Abolition of piece work by the Railroad Administration, he said, immediately revealed a reduction of 34 per cent in the production per man per hour in the Altoona shops. Similarly, he asserted, the average efficiency of track laborers decreased more than 40 per cent.

"A study of this, which was completed last fall, and which was based on the actual cost of track work done on the lines east of Pittsburgh during the five years from 1914 to 1918 inclusive," he said, "showed that, in considering the amount of track material applied, with the number of men employed and the number of hours consumed, at the close of the period wages per man per hour were doubled, while it required twice as many men to do the work. In other words, where the railroad paid out \$1 in 1914 for accomplishing a certain unit of track work, it paid out \$4 in 1918."

The one encouraging feature in this was that Mr. Lee found conditions improved in 1919 as compared with the year before, and expressed the opinion that improvement will continue.

A month ago, in discussing car efficiency, reference was made to the need of effective and sympathetic co-operation between the railroads and users of their cars. That brings us to Query Three and its answer.

Statistics show that the average car load is only 70 per cent of the car's capacity. Every extra pound loaded into cars, accordingly, is going to increase their efficiency and eventually is going to make more cars available for us.

Aid from business and the pub-

lic, such as the railroads need, however, goes far beyond this one item. Fortunately for the executives, in this time of emergency, they have found a spirit of friendship manifested toward them which has gone a long way in helping them fight their battles. It has manifested itself in many directions—words of encouragement, widespread advertising of the importance of this spirit upon the part of other industries, suggestions for co-operation, etc. Continuance of this attitude and a willingness to combat the agitators and theorists, informed and otherwise, who prate loudly that the railroads have collapsed under private management and cry for a return of Government control, will insure a better morale among railroad men and accomplish much.

WHAT DO THE RECORDS REVEAL?

But has our transportation system collapsed, and is the disability as great as some would have the world believe?

In spite of car shortage, strikes and other difficulties between May 1 and June 19 the railroads reduced the quantity of last year's grain crop remaining in elevators at the six principal shipping points from 44,275,000 bushels to 21,821,000 bushels. This latter figure is 4,100,000 bushels less than the amount of grain held in storage at the same time last year. Also—

Between March 21 and June 12, the principal roads moved 8,264,485 carloads, an increase of 555,518 carloads over the same period of 1919. In the single week ending June 12 these roads achieved an increased car movement amounting to 26,681 car loads.

This hardly sounds like paralysis.

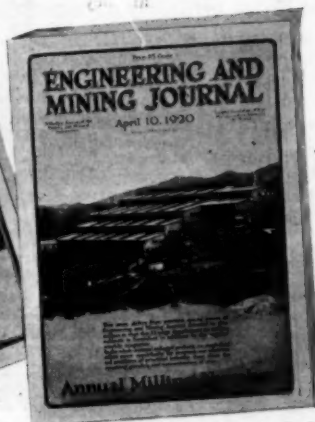
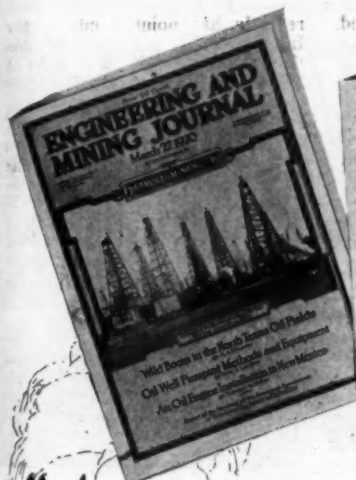
And as to coal. There has been a great deal of talk on that subject and it is always emphasized that the production of bituminous coal depends entirely upon the quality of transportation service offered by the railroads. Yet, Mr. W. H. Williams, vice-president of the Delaware & Hudson Company,

recently has pointed out to the Interstate Commerce Commission that during the first six months of 1920 approximately 255,000,000 tons of coal were mined, indicating a total production for the year of 510,000,000 tons, or the third largest output in the history of the country. Mr. Williams makes no allowance for the falling off in tonnage due to the extended labor troubles in April and early in May which affected railroad operations over the greater part of the United States, but adds:

MAY PASS THAT RECORD

"In the absence of further labor trouble, the railroads can undoubtedly handle a greater tonnage in the last six months than during the first six months."

The future largely is in the hands of the Interstate Commerce Commission. It is to be hoped that labor will be satisfied with the increases in wages awarded it by the Labor Board. The Interstate Commerce Commission, however, has several tasks ahead of it. Already it has begun the allotment of loans to various railroads from its fund created for the purpose of enabling important lines to purchase new engines and cars, repair old equipment, enlarge yards and terminals, build shops and generally to expand that the growing commerce of the nation may be handled efficiently. This will be followed by the commission's decision on the application of the railroads for increased revenues. Congress, through the Transportation Act of 1920, has decreed that the companies must have a living wage. In the eyes of their executives much depends upon the way the commission interprets this. If it is broad, and with an eye to infusing new health and vigor into the industry, they see a stabilized railroad credit naturally following, and this, they believe, means renewed interest upon the part of investors, money to build and expand, and a general development of our transportation system for the benefit of the business of the nation it serves.



"A Pack Train of Eagles"

A certain mining company some time ago sent a young mining engineer to report on a property in Idaho. After a month or more this telegram was received:

"Vein all right; samples correct; ore is there. *To get the stuff out would take a pack train of eagles.*"

Times have changed. Aircraft have already been used in mining. A "pack train of eagles" may not be an uncommon sight in mining sections before many years.

The mining industry uses a surprising variety of manufactured products—machinery, construction equipment, power plant equipment, machine tools, transportation equipment—even airplanes.

What does this field offer you?

Engineering and Mining Journal will carry your sales message to the buying power of the Mining Industry.

ENGINEERING & MINING JOURNAL

ONE OF THE ELEVEN
McGraw-Hill Publications

Tenth Avenue at 36th Street, New York, N.Y.



FRANKLIN JOHNSTON, Publisher of the **AMERICAN EXPORTER**, sailed this week to make a personal study of trade conditions in Holland, although brief visits will be made also to England, France and Belgium.

While Holland is particularly noted for her exports of diamonds and tobacco, her ports are among the most important gateways to continental Europe. Millions of dollars worth of merchandise annually pass through Rotterdam and Amsterdam which have ranked since the middle ages as two of the principal commercial clearing houses of Europe.

The volume of American exports to Holland, one of our most important European markets, up to May, 1920, was 3 times greater than a year ago.

Mr.
lan
pla

Sta

not
able
the

For
after
lets
abro
pen

The
man
thro
EX
EX
Am
ferr
guic

The
buy
Serv
back
anc
fore
and

May
the

17

Mr. Johnston will study business conditions in Holland for the benefit of our clients, and it will give us pleasure to send you the report of his trip.

Start Now Selling Your Goods Abroad—

not alone to Holland, but to the hundreds of profitable and substantial markets from South America to the Far East.

Foreign business will come to those firms who go after it. Many manufacturers are finding export outlets for their products without sending salesmen abroad and without incurring any unnecessary expense. You can do it too.

The simplest way to reach the buyers of American manufactured goods in every foreign country is through the advertising pages of the **AMERICAN EXPORTER**. For 42 years the **AMERICAN EXPORTER** has transmitted the sales stories of America's leading manufacturers—to-day, it is referred to by the foreign merchant as an authoritative guide of goods offered for export.

The advertiser in the **AMERICAN EXPORTER** buys more than advertising space—a Foreign Trade Service that is based on years of practical experience backs up his publicity. This service includes assistance in formulating policies, research work on any foreign trade subject, credit reports on foreign firms and names of buyers visiting the United States.

May we send you a copy of our latest book, "Serving the Export Department"?

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place

New York

 WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Indianapolis Electrical Jobbers do Business Regularly in Eight States

It would surprise the average advertising man to find how many retailers of electrical supplies in Kentucky, Tennessee and Alabama buy from Indianapolis jobbers. The five electrical jobbers of Indianapolis travel fifty-nine salesmen in eight states. These jobbers did approximately \$6,000,000 business in 1919. This is an index to the dominance of Indianapolis in this jobbing line. Of course the advertising medium which the heads of these Indianapolis houses know best is *The News*. A "News advertised" product is something they know about. Through its jobber influence, *The News* produces sales results far beyond its circulation radius.

Send for booklet—"Seven Studies in Distribution"

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

 USE NEWSPAPERS ON A THREE-YEAR BASIS

Wanted—A Sense of Humor

This Must Precede "The Light Touch in Advertising"

By T. Harry Thompson

MORE power to Frank Williams in his plea for the light touch in advertising! Unquestionably, much of our present-day advertising is so heavy that a cork suit and a pair of water-wings will not keep it from sinking into the murky depths, whatever they are.

Too many advertisers say: "Our advertising must be dignified." When I hear that kind of talk, I am usually reminded of the reply one advertising man made, which was to the effect that the most dignified thing in the world is a corpse.

But, of course, we must distinguish between the light touch and bald buffoonery. There is a great gap between the kind of advertising that puts the prospective purchaser in a good and receptive humor and the kind that makes him say: "Ridiculous!"

What do you look for first in *The Literary Digest*? I know a great many people who consider the Topics in Brief the most interesting department. I have watched vast movie-audiences (or optiences, if you wish) roar with delight when these same humorous paragraphs were flashed on the screen.

And the Topics are certainly not "ridiculous." They are pointed, pertinent paragraphs that get under the epidermis of the readers and give them the news of the day in a laconic and, extremely interesting fashion.

The advertising pages reach the same audience as the news-columns. Is it necessary to become solemn when the same pair of eyes jumps the column-rule into our advertising message? No!

Of course, there must be exceptions. A plea for starving Armenians would not get across in jazzy, custard-pie, Chaplinesque diction.

But there are thousands of propositions that could be light-

ened up considerably with that deft, humorous touch of the trained copy-writer who knows the smile-stuff.

I have a notion that tons of good selling copy have been "canned" because the advertiser was afraid of buckling his boiled shirt.

Why are there S. R. O. signs in thousands of American theatres that get \$3.30 and upward for a single seat? Isn't that proof that we Americans want to be lifted out of drab, morose actualities?

And I contend that the mere fact that the advertiser seeks to untie the reader's purse-strings is no excuse for becoming too matter-of-fact in copy.

The Liberty Loans were the greatest single sales-propositions this country or any other ever saw. Yet our greatest clowns, Charlie and Doug, toured the country and helped put the loans over.

A big oil-refining company sought to dominate the gasoline market in a certain territory. The advertiser had a sense of humor and did not burden the copy-man with don'ts.

One of the newspaper ads showed an animated gasoline can carrying a big touring-car over the brow of a steep hill. The caption was: "Atlas was a piker."

BUT THE SALES INCREASED

Flippant? Perhaps. But the cold fact remains that the gasoline sales-chart of that refiner showed a decided curve upward immediately following the appearance of that copy and other copy along the same lines.

You are familiar with a certain publisher's own copy now running in the newspapers. It is usually about six inches double-column, all-type, with the captions in upper and lower Caslon Bold.

You probably know also that so

many advertising men have enjoyed that copy that it has been put into pamphlet-form.

Why is this particular copy interesting—even to case-hardened copy-writers? I believe it is interesting because it isn't cluttered with a lot of dull statistics, but instead is written in that human, humorous vein that *gets to* the great body of Americans.

"Jim Henry," Mennen salesman, gets under your beard with a double-meaning caption, "Don't rub it in." He knows men as well as men-nens. I know lots of copy-writers who would have headed that advertisement: "The Scientific Way to Lather" or "Modern Methods Applied to Shaving" or some equally commonplace caption.

A spark-plug manufacturer offers a booklet in his copy. The title of the booklet is "Hit or Miss?" A "dignified" advertiser would probably have titled the brochure, "Correct Ignition for Motor Cars."

The first paragraph of a paint advertisement reads: "This is a photograph of a veranda post from which the paint has been allowed to wear off." And the caption is—what? "The Protection Paint Affords?" No. Simply: "Post-Mortem." A legitimate pun in a very serious campaign.

Why can't we have more of this humorous touch in advertising? Certainly there are enough dull, drab things in life without draping the advertising columns with funeral phraseology.

SOME QUIET ADVERTISING FOR A QUIET TYPEWRITER

An advertisement of a typewriter whose biggest claim is quiet action is captioned: "Hush Money Well Spent." I'd like to shake hands with the person who wrote that. No five-cent candy or chewing-gum, but a writing-machine that sells for more than \$125. That advertiser has a sense of humor.

Lots of serious business men and women prefer certain newspapers largely because Briggs or Fox or Goldberg has a comic in them every day.

Tell me that B. L. T.'s "colyum" in the Chicago Tribune or F. P. A.'s in the New York Tribune or Don Marquis' in the New York Evening Sun do not help sell these papers. You *know* they do. And they *do* because they are bristling with that subtle, intelligent American humor that never finds its way into the Drummer's Yarn Book or the custard-pie comedies.

WHAT ABOUT THE FORD JOKES

Have the thousands of jokes and near-jokes that have been sprung about a certain little Detroit gasoline-vehicle helped or hindered the sale of that car? If they have *hindered*, only the Ouija board could tell us how many additional traffic-cops we would need if the jokes had never been!

Even mild Robt. Burns gets a little humor into a recent headline. A man is clipping the tip from a Robt. Burns cigar and the caption is: "Take a tip from Robt. Burns." Not bad, eh?

At regular intervals, more or less, some one comes forward with the suggestion that Irv Cobb or Ring Lardner or Rupert Hughes should write a series of advertisements. Well, for one, I'm in favor of trying it out.

I would trust, say, H. C. Witwer for doping eye-flagging headlines. Recall his "A Word to the Wives," "The Nights of Columbus," "The League of Relations," etc.

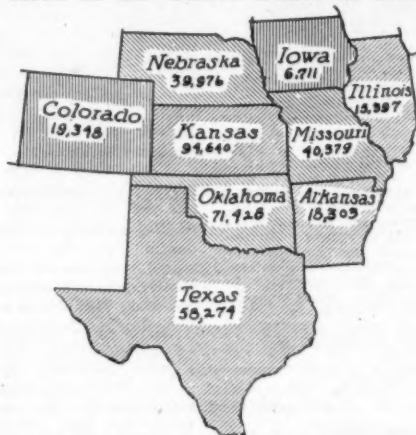
Hazel V. Carter, writing of "those shivering early bathers," in the New York Globe, shows the copy-writer bent in such sprightly phrases as: "The early bird catches the cold" and "The spring *dive* is on." I would trust her, I think, with certain advertising subjects, also.

But it all gets back to whether the advertiser himself has a genuine sense of humor. The "Yu-Chu-Gum" line in the Wrigley advertisement would no doubt never have passed the censor if the man-behind-the-gum hadn't a sense of humor.

I heard an agency-representative say not long ago that he

These Nine States Produced Over $\frac{1}{3}$

or 36.64% of the total value of all crops and live stock in the United States in 1919.



CAPPER'S WEEKLY is the great human interest news digest of the Mid-West reaching over 425,000 rural and small-town people. Eighty-five per cent of the subscribers live in these nine states—the most prosperous agricultural section of the United States. The intense interest of these reliable, substantial folks, as attested by the thousands of voluntary letters that come in praising its contents, in this Big Western Home Paper coupled with its concentrated circulation spells RESULTS in large letters for the advertiser.

425,935 SUBSCRIBERS ON JULY 3, 1920, of which

364,456 ARE CONCENTRATED IN THE ABOVE STATES

ADVERTISING RATE—\$1 a line to September 1st, then \$1.50.

Discounts: 20% on page copy; 15% on half-pages; 10% on quarter pages

CAPPER'S WEEKLY

THE GREAT WEEKLY OF THE GREAT WEST

Member A. B. C.

Home Office, Topeka, Kansas

ARTHUR CAPPER, Publisher

MARCO MORROW, Assistant Publisher

CHAS. R. KETCHUM, Advertising Manager

BRANCH OFFICES

CHICAGO, 100 N. Dearborn St.	J. C. Feeley, Manager
DETROIT, Ford Bldg.	Ray H. Haun, Manager
NEW YORK, 501 Fifth Ave.	Joseph Kunzmann, Manager
PHILADELPHIA, 1121 Liberty Bldg.	J. S. Boyd, Asst. Manager
ST. LOUIS, Chemical Bldg.	C. H. Eldredge, Manager
KANSAS CITY, Graphic Arts Bldg.	E. W. Mitchell, Manager
OMAHA, The Iron Bldg.	W. M. Temple, Manager
OKLAHOMA CITY, 631 Continental Bldg.	M. L. Crowther, Manager
ATLANTA, Candler Bldg.	Geo. M. Kohn, Manager

dropped into a movie with a prospect one time. The little man of the bamboo cane, the baggy trousers and the funny walk flashed on the screen.

To quote the representative: "That fellow sat there like a Sphinx—never even cracked a smile. I said to myself, 'This man is hopeless as an advertiser—he hasn't a sense of humor.'"

There is something in that.

St. Louis Retailers Advertise and Buy Co-operatively

Retail grocers of St. Louis have undertaken a co-operative advertising campaign designed to combat the invasion of the chain stores. It is proposed to continue this action throughout the year. An entire page was used for the first advertisement, which will be followed by quarter pages once a week hereafter.

One hundred and fifty grocers are identified with this movement. An appeal to patronize the neighborhood grocer is made, and it is also stated that these grocers have combined to purchase in car lots in order to be in a position to sell at lower prices. Seven specials at close prices are featured and a list of the members is given in each piece of copy.

Indianapolis to Have Advertising School

The Indianapolis Advertising Club voted to adopt the report of its survey committee recommending the establishment of an advertising school in Indianapolis. Permanent headquarters will be in the Chamber of Commerce building and a paid manager will be retained. This school will supply members of the advertising club and others an opportunity for the study of advertising.

H. O. Stone Joins Seattle Agency

H. O. Stone, recently publicity director for the Western Department, National War Work Council, Y. M. C. A., and formerly publicity assistant in the Department of State, Washington, has become associated with The Izzard Company, Seattle, Wash.

W. O. Woodward Company Incorporates

The W. O. Woodward Company, window display and direct-by-mail advertising, New York, has been incorporated. The officers are: W. O. Woodward, president and treasurer; Robert S. Lemmon, vice-president; and Everard P. Meade, secretary.

Otis May Resign Presidency of Associated Clubs

CHARLES A. OTIS, JR., it is reported, will soon resign the presidency of the Associated Advertising Clubs of the World. Mr. Otis was elected president of the Associated Clubs at the annual convention of that organization in Indianapolis last June, succeeding Reuben H. Donnelley. Mr. Otis is head of the firm of Chas. A. Otis & Co., investment bankers, and is publisher of *Finance & Industry*, Cleveland.

If Mr. Otis resigns before July 26, it is probable that action regarding his successor will be immediately taken by the executive committee of the Associated Clubs, since a meeting of that committee is scheduled to take place in New York on July 26.

Arthur G. Newmyer and T. W. Le Quatte have been boomed as possible successors to Mr. Otis.

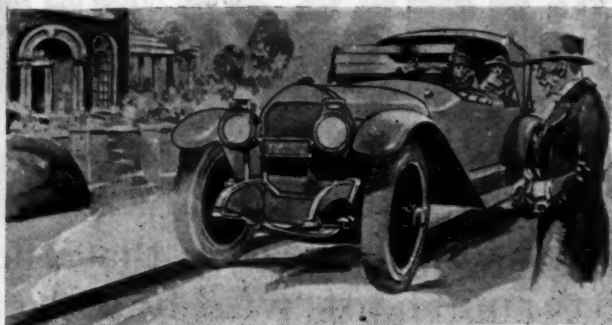
Mr. Newmyer, who is associate publisher of the New Orleans *Item*, has been deeply interested in the work of the Associated Clubs for a number of years and was especially active in the convention of the organization held at New Orleans in 1919.

T. W. Le Quatte, advertising manager of *Successful Farming*, Des Moines, Ia., is a vice-president of the Associated Clubs, and is one of the governors of the advertising Club of Des Moines.

Both Mr. Newmyer and Mr. Le Quatte were mentioned for the presidency of the national organization at the last convention in Indianapolis.

New Grand Rapids Agency

George R. Cullen, for the past two years with the Brearley-Hamilton advertising Agency, Grand Rapids, Mich., has recently established an advertising agency in that city. Before going to Grand Rapids, Mr. Cullen had been successively assistant advertising manager of the Studebaker Corporation, publicity manager and publications editor of the Hudson Motor Car Company and the Chalmers Motor Car Company.



A circulation is no larger than its value is to you.

Automobile Owners in Chicago Are Readers of The Evening Post

The great majority of Chicagoans who are in any way interested in automobiles, whether manufacturers, agents, salesmen or owners, are readers of The Chicago Evening Post.

Those who have to do with the advertising of automobiles in Chicago learned long ago that The Post was their most productive medium, with the result that for the past five years The Chicago Evening Post has led all Chicago evening newspapers in automobile advertising.

The reason for The Post's lead in automobile and other high-class advertising is the quality, not the quantity, of its circulation. It is pre-eminently a class circulation.

Some newspapers have said that there is no class in America, due to the ever-changing financial status of its people. This is, of course, absurd and needs no argument. The class to whom The Post appeals is not essentially one that is measured by dollars, but one that has appreciation of the better things of life, and the financial ability to purchase them.

It is this class of people who compose the great majority of Post readers; the class to whom quality is paramount; the class that any dealer in merchandise of the better sort likes to see in his establishment. If you are considering the Chicago market, your investigations will show that the bulk of better-class business goes first in

The Chicago Evening Post

**Eastern Representative—Kelly-Smith Co.,
Marbridge Building, New York**

**Western Representative—John Glass
Peoples Gas Building, Chicago**

THE SHAFFER GROUP

Chicago Evening Post	Louisville Herald
Indianapolis Star	Terre Haute Star
Denver Times	Rocky Mountain News
Muncie Star	

THE JEWISH

DEALER co-operation to-day looms large in advertising plans for the reason that the aftermath of war has disorganized our distribution system.

National advertisers have time and again demonstrated that dealers in exclusively Jewish neighborhoods give enthusiastic response to appeals for dealer co-operation.

The Jewish retail merchant is liberal with his window space, counter and store displays. Properly instructed, he is a tireless "booster" for advertised goods.

MARKET

BUT practically only one kind of advertising reaches his ken—the advertising done in the Jewish press. The Jewish newspaper is his newspaper and that of his customers. He knows that the advertising message in the Jewish newspapers “gets across” with his customers because it is *perfectly understood*.

The proper interpretation of your advertising message to the Jewish buying public, dealer and consumer, is perhaps the most important service of the four great Jewish daily newspapers published in New York City and read throughout the country.

For sound and impartial advice on securing dealer co-operation and consumer prestige in the Jewish market, consult the Big Four of Jewish Journalism in America.

Jewish Daily Forward

Jewish Daily News

The Day-Warheit

Jewish Morning Journal

The LARGEST PAPER
In the State of Connecticut

**The
 HARTFORD
 Sunday
 COURANT**

The LARGEST
MORNING PAPER
In the State of Connecticut

**The
 HARTFORD
 Daily
 COURANT**

Gilman, Nicoll & Ruthman
 REPRESENTATIVES
World Bldg. Tribune Bldg.
New York Chicago.

Manufacturer Builds on Past Performance When Line Is Broadened

Incidentally the J. Leckie Co., Limited, Capitalizes Its Reputation, Made in Loggers' and Miners' Boots, for Comfort and Service

IS a logger at work among running logs or a prospector with loaded burro toiling in silent mountain vastnesses an unusual illustration in the advertisement of a dress shoe? Or is he not? As a peruser of footwear advertising, as most of us are, do you recall ever having seen any such copy?

Probably you haven't. Yet a Canadian shoe manufacturer, J. Leckie Co., Limited, of Vancouver, has used just such sketches in its advertising of recent months. The shirted logger and the bearded prospector, outfitted in sturdy Leckie loggers' and miners' boots, have helped to put over effectively the sales appeal for the Leckie dress boot.

A rather interesting merchandising story is involved.

As regards footwear, the Canadian Far West is an exacting region. In physical geography it is much given to mountains. The tourist, indeed, gets the impression that it is pretty much all mountains. Climatically, British Columbia has the extremes of dry belt conditions in the interior and typical rainy belt precipitation along the coast. In Vancouver, for example, it rains right through the winter, and the average annual rainfall is something like sixty inches.

Besides these conditions—particularly trying to shoes—certain great provincial industries, in particular lumbering and mining, demand shoes unusually strong and sturdy. It was to supply this peculiar local market that years ago the Leckie company began the manufacture in Vancouver of boots and shoes.

Now, Vancouver isn't a logical shoe manufacturing centre, in the sense that American cities like Haverhill, Mass., or St. Louis,

Mo., are. As regards both labor and materials, the British Columbia firm is apt to be at a disadvantage beside the Eastern manufacturer. The Leckie company, however, carved out a niche for itself, and a niche which developed size, because it closely studied the peculiar local need, and cannily built a shoe adapted to it. From the first, the company made quality of materials and workmanship an inflexible characteristic of its shoes, and by adapting itself to the local need it found a permanent, profitable market. The Leckie boot came to be famed throughout the province. This reputation was built primarily on the loggers' boot and the miners' boot, very heavy shoes worn under special conditions of environment and work.

These shoes were manufactured for a somewhat restricted market. With growth, additional lines were inevitable, and the company branched out into the heavier grades of high-cut and low-cut Goodyear welts. Then it branched out still further, and began to make the finer Goodyear welts, but of solid leather throughout.

The Leckie company found itself ultimately selling an out-and-out dress boot, a kind of shoe which its consuming market never had associated with the name. The name Leckie was linked up with heavy shoes, and in particular with loggers' and miners' shoes—favorably.

ONLY SEEMINGLY INCONGRUOUS

Inaugurating an advertising campaign on the Leckie Dress Boot in 1919, in this general situation, Leckie departed radically from conventional dress shoe advertising. To the uninformed person, there might seem some-

thing almost incongruous in the idea of a manufacturer who had specialized for many years in loggers' and miners' shoes coming into the market with a dress shoe, incorporating style. Analysis, in the case of the Leckie company, indicated that there was no actual incongruity, because of the intrinsic importance in the dress shoe of certain practical considerations—comfort and service—which the company was already well known for in connection with its heavy shoes. Unusual qualities of comfort and service were determined on by the advertiser as the major note of the campaign.

In other words, the company meant to bank on the fact that shoe wearers are interested in style, but that comfort and service count with them, too, and count a great deal. The company, therefore, thought it best to use practical considerations to advertise its dress shoe.

Early advertisements in the series introduced the Leckie Dress Boot as the "little brother" of the Leckie loggers' and miners' boots, and made capital of the company's reputation in the older lines. The advertisement in which the prospector was pictured was headed, "From Mountain Trail to City Street."

The message ran:

"It is hardly conceivable of any greater test of endurance than that which the Leckie Prospector's Boot has to withstand. So, when we tell you that in the evolution of this finer boot we have embodied the same principles of sturdiness and thoroughness, you'll know that for wear and comfort there's none to equal the Leckie Dress Boot.

"In this shoe you are getting more than all leather. You are getting the close fibred, fine-grained, water-tested sole as against ordinary open-fibred leather. And uppers that have been selected by expert workmen of twenty years' training or more, for balance, color, weight and

**FROM MOUNTAIN TRAIL
TO CITY STREET**

It is hardly conceivable of any greater test of endurance than that which the Leckie Prospector's Boot has to withstand. So, when we tell you that in the evolution of this finer boot we have embodied the same principles of sturdiness and thoroughness, you'll know that for wear and comfort there's none to equal.

The Leckie Dress Boot.

In this shoe you are getting more than all leather. You are getting the close fibred, fine-grained, water-tested sole as against ordinary open-fibred leather. And uppers that have been selected by expert workmen of twenty years' training or more, for balance, color, weight and

J. Leckie Co. Limited, Vancouver, B. C.

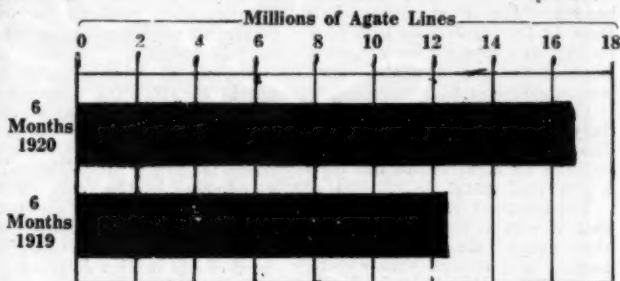
The Haig

AN ADVERTISEMENT THAT BRINGS ATTENTION TO LASTING QUALITIES

quality; something which in these days of leather scarcity is worth considering. As for style, you have only to ask to see "The Haig" at your dealer's."

This advertisement pictured "The Haig."

In later advertisements, the background of the heavy-shoe reputation was toned down, until in some instances it was not present at all. The copy was given an intensely practical twist. "How Will Your Shoes Look Three Months From Now?" was one advertisement head. The advertisement showed "open-grained leather that gives" and "close-grained leather that holds" under the microscope, and the Leckie Dress Boot after three months and another but inferior shoe. This advertisement used the



4,313,110 Agate Lines Gain by the Three Sunpapers in the First 6 Months of 1920

During the six months ending June 30, 1920, THE SUN—morning, evening and Sunday—carried 16,898,739 agate lines of paid advertising as compared with 12,585,629 lines during the same period of 1919—an average gain of 2,300 columns per month since January 1st.

The three *Sunpapers* in the six months of 1920 published 509,239 agate lines more of advertising than their total for the twelve months of 1917.

This growth is truly representative of the growth of Baltimore as a commercial and industrial center.

If you are interested in the Baltimore market write to our Service Department for information. We will be glad to help you in your local distribution and sales problems.

You can talk to the people of Baltimore in their homes by using the *Sunpapers* alone because

Everything In Baltimore Revolves Around **THE SUN**

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

slogan, "More Miles Per Dollar."

Another advertisement was headed, "The Foundation of a Boot Is Its Insole." It told how leather was selected for a Leckie Boot insole, and how the upper was attached to it.

The Leckie company has used daily newspapers and other mediums, including weeklies. Three columns by eight inches has been a preferred space.

The company has demonstrated that it can sell a quality dress shoe against the background of loggers' and miners' shoe experience. "The Haig," its leader, it calls "The easiest walking and fastest selling shoe in the West to-day"

In the way of advertising benefits—happily or unhappily—the company is compelled now to take a large part of its orders for future delivery. This is because the firm's capacity has become inadequate to the volume of business flowing to it, and it believes it would sell its entire output without difficulty now were no advertising campaign running. The firm's big problem is how to increase production. It has continued to advertise under these conditions, however, which suggests something regarding the company's foresight and vision.

Poster Advertising Has Important Convention

THE thirtieth annual convention of the Poster Advertising Association, attended by members from the United States, Cuba, Canada, Hawaii and Alaska, was held in St. Louis on July 12, 13, 14 and 15.

Two of the most important features of the convention were brought up in the speeches by Albert de Montluzin and Louis St. John. Mr. de Montluzin suggested that the Association act on the plan of setting aside a one-half showing in every city having a poster plant for twelve months every year. This one-half showing would be at the disposal

of philanthropic organizations and municipal, State and Federal authorities when publicity for some movement aiming at public betterment is desired.

Mr. de Montluzin's plan was put in the form of a resolution, and this resolution was accepted and passed by the Convention. It is planned to immediately use this space to display the Ten Commandments. The cost of the space will be borne by the poster plant owners. It is estimated that this cost will run in the neighborhood of one million dollars a year. The paper for the space will be donated. All other incidental expenses in connection with this plan will be taken care of by the Poster Advertising Company, Inc., of New York.

Mr. St. John brought forth a plan which aims to stimulate and foster the development of poster art in the United States. Mr. St. John's plan, which was accepted by the Convention, calls for the offering of money prizes in every town in which a poster plant is located, to students of high schools and schools of art for poster designs. In each town the board of award will be composed of poster advertising men.


Each winner's design will be sent to the next Poster Advertising Convention. At that Convention a neutral board, composed of artists, advertising men, etc., will decide upon the national winner. The entire contest, it is reported, seeks conscientiously to bring the American standard of commercial art to the level of the European standard.

E. Allen Frost, counsel for the Association, put before the Convention a summary of the work that had been accomplished by the Association.

The next convention will be held in October, 1921. The city has not been decided upon.

E. C. Cheshire retired as president of the Association, and Milburn Hobson of Dallas, Texas, was elected to succeed him. W. W. Bell was re-elected secretary, and J. H. Brinkmeyer was elected vice-president. A new board of directors was also chosen.



WRITE 
ADVERTISING DIRECTOR

New Orleans
STATES
EVENING SUNDAY



Changing the buying habits of a nation

A GENERATION ago the American people bought anonymous goods in bulk.

Today they demand the product by name—"Unedas"—"Yuban"—"Domino"—"Dromedary"—and by hundreds of other names that are heard across the counter.

The modern manufacturer has been enabled to individualize his product—to establish a national reputation—and to build up a constantly increasing consumer demand.

This great change would have been impossible without one thing—the scientific creation of individual packages by craftsmen who believed in them. Foremost among these craftsmen was Robert Gair.

Inventor of the press which made possible the production of folding boxes in quantity, Robert Gair early saw that package merchandising could be made commercially profitable.

But it was not until 1898 that an opportunity came to prove his convictions. In that year the National Biscuit Company had decided to test package merchandising on a

large scale. Upon the qualities of their first package would depend the success of the whole plan.

The package that revolutionized modern merchandising

They took their problem to Robert Gair. Side by side these two manufacturers perfected each detail. Folding box—In-er-seal—red and purple inks of a shade that never varies—every single element was carefully worked out to produce the now famous Uneeda Biscuit package.

The immediate success of this achievement meant that the individual package was no longer an experiment; it became an essential in modern merchandising.

From the earliest development of scientific box manufacture, the Robert Gair Company have continued as pioneers. Today our plant is the largest of its kind in the world.

With its facilities, we offer a complete service for packaging and displaying your goods—Folding boxes, Labels, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

National Biscuit Co.	Bauer & Black
Arbuckle Bros.	Palmolive Co.
American Sugar Refining Co.	American Chicle Co.
Beech-Nut Packing Co.	Andrew Jergens Co.
Kirkman & Son	Colgate & Co.
	Lehn & Fink, Inc.
	Johnson & Johnson

ROBERT GAIR COMPANY

BROOKLYN

*Folding boxes Labels Shipping cases
Window display advertising*

A CHANGE in our
telephone
number.

It is now

Longacre 2320

Please tell *her*
about it.

Charles Francis Press

461 Eighth Avenue

New York



Classified Advertising Substituted for Mail Order Price List

The Stockgrowers' Wholesale Supply Company's Method Reveals That
Nationally Advertised Goods Do Not Need Description in Mail-
Order Advertising

By John T. Bartlett

SEVERAL attempts to substitute newspaper advertising for the mail-order catalogue have been described in *PRINTERS' INK* within the last year. Uncertainty over merchandise prices, and growing catalogue costs, have been moving causes. A somewhat different situation in the case of a Western mail-order house has produced a method in which the substitute for the catalogue is perhaps the longest regular classified advertisement in the country.

It is published under the "For Sale—Miscellaneous" heading, and runs to nearly three columns. It is a listing of articles and prices—hundreds of them—set solid like the run of classified advertisements. Revised and brought up to date, it is published each Sunday.

The concern is the Stockgrowers' Wholesale Supply Company, of Denver. This company deals in groceries, meats, fruits, vegetables and some general merchandise, and specializes in the mail-order trade. It sells in large retail quantities—soap by the box, canned goods by the dozen or case, coffee in five-pound packages and twenty-five-pound boxes, whole spices by the pound, and so on. In the Rocky Mountain region, where homesteading is still in progress, and where many ranchers are isolated and compelled to buy groceries in comparatively large quantities, this method takes advantage of a favorable local condition.

Moreover, the method effects an economy in distribution which enables the company to offer lower prices. It appeals to the thrifty family in town as well as the farm family on thinly-settled plains. As with the chain stores

and the large mail-order houses, the attractive price is a fundamental feature of the sales plan.

GROCERIES ALWAYS A PROBLEM FOR THE CATALOGUE

The catalogue has always presented a problem in the mail-order sale of groceries. Some mail-order concerns issue a regular monthly catalogue, while in certain other cases the general semi-annual catalogue is made to serve, the understanding with customers being that price differences determined by the general market will be recognized in adjustments on orders. Neither method can be called perfect. The solution is only approximate. It is probable that the catalogue condition caused by constantly shifting prices is responsible to a considerable extent for the fact that many families that regularly buy clothing by mail never buy food products that way.

The less frequently a catalogue is issued, the more elaborate it can be. There can be more description, more illustrations, a freer exercise of printed salesmanship. On the other hand, the more frequently the catalogue is issued, the more flexibility it possesses with respect to prices. Prices can be figured more closely, in keeping with the close buying which is an integral feature of mail-order policy. If the catalogue is issued often enough, the concern will be in the same position as the ordinary retailer, so far as setting prices is concerned.

Incidentally, when this result is reached, the catalogue probably won't be a catalogue any longer—it will be a price-list.

The plan adopted by the Stockgrowers' Wholesale Supply Com-

pany does not comprehend a catalogue published weekly as a classified advertisement. Its advertising is unillustrated, and there is little description. It is really a price-list, run as a weekly advertisement. Its scope as a price-list, however, is greatly enhanced by a device which modern merchandising science has made possible.

This device is the appearance on the list of well-known advertised brands. There is a numerous family of these, sprinkled in among articles the brand names of which are not given. Del Monte in canned fruits, and Libby in canned berries, Hershey and Walter Baker in cocoa, and Ghirardelli in chocolate, Silver Leaf in lard, Swift, Armour and Morris in hams and bacons; Libby, Van Camp, Campbell, Del Monte in canned vegetables, Carnation in canned milk; Lucky Strike, Tuxedo, Bull Durham and other well-known names in tobaccos; Ivory, Pearlline, 20-Mule Team Borax, Fels Naptha, and others in soap; Cross & Blackwell, Lea & Perrin, Heinz, in pickles and sauces; Kellogg's, Post Toasties, Quaker, Pillsbury, Aunt Jemima and others in cereals and flours; Skoos-kum in apples and Sun Maid in raisins; Brer Rabbit molasses, None Such Mince Meat, Royal, Dr. Price's and Calumet baking powders, Price's vanilla, Certain-teed roofing, Mason jars, Knox gelatine, and others.

ADVERTISED GOODS WIN CONFIDENCE

The entire mail-order business, whether in food or clothing or farm implements, is built on the buyer's confidence. The appearance of such well-known branded merchandise in a price-list is sufficient in itself to win a prospective customer's confidence. A still more important function is performed, however, in the case of a catalogue which through frequency of issue has necessarily become another creature—a price-list.

These advertised brands supply pictures and description. They reinforce the price-list with the lib-

eral national advertising of many advertisers. A great majority of readers will be familiar with these brand names. They know what they stand for. The names conjure up mental pictures of cans and packages, of enticing printed description. The reader's knowledge surrounding one of these brands couldn't be expressed, oftentimes, in several hundred words. Moreover, he has a favorable attitude toward them, even though he has never used them. Advertising has done that.

ADVERTISED GOODS GIVE PRESTIGE TO UNBRANDED GOODS

PRINTERS' INK has often pointed out the fact that well-known nationally advertised brands sell more readily than unknown brands. The same principle obtains in a mail-order price-list. This Denver concern lists the advertised brand without any additional description. When it lists merchandise of unknown brand, it does not name the brand, but describes the merchandise with an adjective or two indicating grade, such as "especially selected," "fancy," "good," "choice," and so on. It does not use brands of its own, and in connection with unknown brands acts on the principle that it is better to sell them unnamed in the advertisement, but on the house's indorsement and description, than to try to make the brand known. Here again the influence of the advertised brands listed is felt. An unadvertised article, described in one paragraph, gains prestige from the appearance of advertised brands in the next. The consumer who expects the concern selling much advertised merchandise to exercise unusual care and judgment in the selection of the balance of his stock may be jumping to a conclusion, but the conclusion is one often verified in common experience.

Copies of the price-list are available to other than Sunday newspaper readers, but the bulk of the company's mail-order business is built around the Sunday classified advertisement. The company has used the method for a number of

SOME people are more important to the average retailer than others.

When you interest these *influential* consumers you are doing a lot to get the dealer *actually sold* on your product.

New York Theatre Programs reach all the important people in this market.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

years. At one time it bought what constituted position, on the first page of the classified section, but discontinued this and uses space exclusively in the "For Sale—Miscellaneous" department.

Incidentally this mail-order advertising method is another proof of a changing condition in the mail-order trade. At one time, the consumer invariably associated unknown brands with his mail-order purchases. There may even have been a suspicion that advertised brands, in their nature, were unsuitable for mail-order sale, because advertising added costs which the mail-order method of merchandising could not stand.

This was wrong, of course. Of late years mail-order houses have realized more and more the advantages for their purpose of advertised brands, and their adoption of many of them, as well as their appearance in the chain stores, is about as convincing proof of the advertised brand's sound economic position in commerce as could be imagined.

Canadian Company Uses Airplane for Delivery and Advertising

BRANDRAM-HENDERSON, LTD.

MONTREAL, July 16, 1920.

Editor of PRINTERS' INK:

After reading the article by Robert R. Updegraff on "The Airplane and Advertising of the Future," in your issue of May 27th, 1920, we feel sure that you would be interested to know that there is a firm in the Dominion of Canada which has given this matter considerable thought and at the time your article appeared had purchased an aeroplane for delivery of merchandise and incidentally for advertising purposes.

We were very much struck by the article appearing in your publication, especially as it so closely linked up with what we were doing at the time.

We have now concluded some eight or ten flights without the slightest hitch, our principal difficulty being to locate suitable landing places in the various towns visited by our aeroplane.

For advertising purposes we have had the upper wings painted with our three color display and the name of the firm prominently painted thereon, but owing to the restrictions of the Canadian Air Board we cannot use the lower wings for this purpose.

From a letter received from the Boston Varnish Company of Everett Station, Boston, congratulating us on our

enterprise in adopting modern measures, they inform us that they are carrying on the same sort of aeroplane delivery, having made several flights, the most notable one being to Fitchburg and Greenfield, Mass. We felt that after publishing the article which you did, it might be of interest to you to know that the future of the aeroplane for delivery purposes had already received the attention of certain firms.

Any information we can give you in regard to the success of the movement from our point of view would be cheerfully given.

FRANK H. SMITH,
Advertising Manager.

Censoring Salaries Mentioned In Advertising

The Worcester County (England) Council recently advertised for ten physicians at salaries of £2,250, in connection with a medical tuberculosis and school inspection plan for the county. Two were obtained, and it was proposed to repeat the advertisement. Then the copy was sent to the *British Medical Journal* and the *London Lancet*. However, they were told that no copy could be run which offered less than £2,500 for such positions. A letter was also received from the Ministry of Health, in which it was stated that tuberculosis officers should possess special qualifications and experience, and doubted whether the salary offered would procure men with such qualifications.

Three New Accounts with Joerns Agency

The Arnold Joerns Co., Inc., advertising agency, Chicago, has obtained the accounts of the Charles A. Kraus Milling Co. "Badger" stock feeds, Milwaukee; Eagle Lye Works, Milwaukee; and the Iron Springs Company, tobacco, Cave City, Ky.

S. T. Leaming, Secretary, Richmond Bureau

S. T. Leaming has been appointed secretary of the Richmond, Va., Better Business Bureau. Mr. Leaming was formerly advertising manager of Kaufman & Company, Richmond.

Vanderhoof Agency Has Soap Account

Vanderhoof & Company, Chicago, advertising agency, have secured the advertising account of the Graham Bros. Soap Co., Chicago. A general campaign is being planned.

Colorado School Advertises in South America

The Colorado School of Mines, Golden, Colorado, is sending out copy through the Conner Advertising Agency, Denver, to South American publications.

Get The Facts!

About the LOUISIANA- MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

300,000 pounds of OLEOMARGARINE and NUT MARGARINE are being sold in New Orleans at the present time. However, there's a market here for 830,000 pounds monthly, not including the sales possibilities in the "outside" Louisiana-Mississippi territory.

Who wants to cash in on this opportunity?

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Street &

Take the *Guess* out



Street & Finney, *Inc.* (Est. 1902) Advertising Agents

Finney

of Advertising

News:

Duralex—"Nothing Like it but Leather"—is to be advertised nationally by Street & Finney.

171 Madison Avenue, New York

THE LONE STAR RANCH

DRAPER BROTHERS
L. A. DRAPER E. W. DRAPER

HAY, GRAIN AND LIVE STOCK
RED LODGE, MONTANA

The Farmer,
St. Paul.
Gentlemen:

7-3-20.

We have repeatedly threatened to write you a congratulatory letter for your Market and Business page recently added to your paper.

You also ask for criticisms or suggestions and from the make up of your paper as well as this last and MOST important additional feature we fail to see where any one can offer the FARMER any suggestions as it is without question or doubt the leading agricultural, stock and farm paper of the world, barring none and we take them all. Just keep this page or department and we might suggest one thing that you use one or two more pins or a little glue in binding then one can read the paper without it falling to pieces and file away with every page preserved.

Hoping you unlimited success and assuring you that this Market and Business department is just what we hayseeds have long been looking for and positively know that it is a winner.

We are,

Yours truly,

Draper Bros

Editorial service of this nature is one of the factors which gives The Farmer its dominant position in the Northwest.



THE FARMER

A Journal of Agriculture

WEBB PUBLISHING CO., Publishers, ST. PAUL, MINN.

Eastern Representative:

WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York, N. Y.



Western Representative:

STANDARD FARM PAPERS, INC.
1341 Conway Bldg.,
Chicago, Ill.

Member Audit Bureau of Circulations

How Audit Bureau of Circulations Is Helping to Conserve Paper

Discourages Circulation Schemes—Helps to Cut Down Duplicate Mailings—Points Out Mistakes of Newspaper and Periodical Merchandising

By Stanley Clague

Managing Director, Audit Bureau of Circulations

IN our various ways we have endeavored to point out the means by which newsprint might be saved, and to give you the benefit of whatever experience we had in order to accomplish this object.

Perhaps more than ever before should our voices be turned in this direction. The steadily advancing cost of wood pulp and the continued uncertainties of the future make this topic even more important now than it was last year, the year before or three years ago.

At the hearings in Washington during the past few months, several of which I attended, I was impressed more and more with the fact that the solution of this problem so vitally affecting the publishers and advertisers of the United States lies not with Government regulation, but in the hands of the publishers themselves.

As evidence of the fact that no real relief can be expected from Governmental sources, the only tangible result so far of the agitation and hearings of the past five or six months in Washington has been, according to a trade paper, a bill known as the Summers Bill, which, among other things, provides that proofs for advertisers and advertising agents be transmitted in the mails as second-class matter.

This, as the paper states, is the latest remedy which had been proposed at Washington for the relief of the paper shortage, and it is one which is scheduled to have the attention of Congress prompt-

ly upon reassemblage of that body in December.

It is not definitely stated whether these proofs shall be tear-sheets or merely proofs of the advertisements. In either event, what does it accomplish? What proof is there that the ads appeared in any full edition of the paper or appeared in all editions of the paper? This, again, is an indication that little hope can be expected for practical results from Washington.

HOW PAPER SAVING MIGHT BE ACCOMPLISHED IN THIS CASE

If the object is to accomplish a saving of paper and the avoidance of printing the tons of newsprint sent to advertisers and agents to-day, why not establish central offices in New York and Chicago, to which newspapers and magazines can be sent and checked? The advertiser would send to these central offices a copy of that part of his contract which refers to size, position and location. The report of this body would definitely determine whether the contract was being lived up to and, in fact, could go even further than is done at the present time, because every edition of the paper could then be checked. In this way it would be necessary for a paper to send only two copies, or, if another office was established in San Francisco, three copies of each edition of the paper for the purpose of checking advertising.

This idea is submitted solely for the purpose of suggesting that the real practical solution of these problems must come not from legislators who are unfamiliar with the intimate problems of the busi-

Portion of address delivered before members of Southern Newspaper Publishers' Association at Asheville, N. C.

ness, but from the practical men who are daily dealing with them.

Personally, I have very definite ideas as to the solution of this problem. I believe that the merchandising of newspapers and periodicals is the most glaring example of wasteful merchandising methods in the entire realm of business. Can you point to any other business in the world where the finished product is sold at a lower price than the price of the raw material alone? And yet today there are some newspapers and some magazines—this is particularly true of the North—being sold on the streets for less than it costs the publisher to purchase the newsprint delivered at his back door.

BUSINESS PRINCIPLES LOST SIGHT OF

In the craze for circulation, business principle seems to have been lost sight of, and the most lamentable part of the whole thing is not the waste of paper alone, but the resort to every conceivable form of journalistic extravagance which may add a few hundred or a few thousand to the circulation.

I believe one solution of the problem is to increase the price of your commodity to something near the equivalent of its value. Newspapers that are sold today for two cents should be sold for five cents. Sunday papers now sold for five cents should be sold for at least ten cents.

It is true that such an increase would restrict the circulation. But would it not at the same time, to a very large extent, decrease duplication? It has also been asserted that such a decrease in circulation would mean a decrease in advertising rates. I do not believe it. I believe, with my experience as an advertising agent, that an advertiser will more readily pay for a decreased circulation which has increased in quality resulting from an increase in price than he will pay an increase in rate resulting from an increase in circulation due to forced methods.

One of the hardest problems the bureau has to face is to determine

when a bonus is used for legitimate purposes and when it is used for forcing illegitimate circulation.

There are cases where bonuses and other inducements are reasonable and good, sound business policy, but sometimes a publisher oversteps the bounds of discretion and plainly states in his circular matter to newsboys and dealers that these bonuses provide a sufficient amount of money to take care of any papers the boys may be unable to sell and are obliged to "eat." In the case of the latter, of course, the duty of the Bureau is plain.

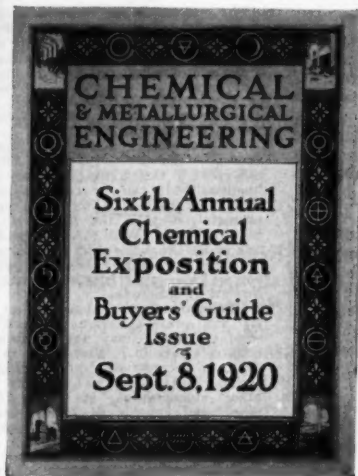
By discrediting such practices the Bureau is contributing, to the best of its ability, to the conservation of paper. Sometimes progress in this direction is not made as fast as a few publishers would like to see, but it is the constant thought of the board of directors of the Bureau to make haste slowly in order that no possible injury shall be done to any individual newspaper by the adoption of radical rules.

Take, for instance, the matter of cutting down arrears to six months. Among the many communications I have received on this subject within the last few days is a letter from the editor of the *Austin American*, a member of this association, as follows:

"The *Austin American* is in favor of defining a paid subscription as one in arrears not over thirty days, and everybody will be better off when you get this thirty-days' ruling into effect."

This would be an ideal condition to be in, and we certainly congratulate the *Austin American* on being in such a position that it would be able to put the rule into immediate effect.

I can assure you that he is not alone in this matter. I wish I had time to read to you a twelve-page diagnosis of the situation written by Mr. A. F. Seested, of the *Kansas City Star*, in which he urges the adoption of a ruling cutting out arrears entirely—also a letter from Mr. E. Lansing Ray, of the *St. Louis Globe-Democrat*—both



**All the Advertising
Space in this
Annual Issue has
been sold**

It's the big annual which is published each year just prior to the National Exposition of Chemical Industries. It is a "permanent exhibit" of manufacturers of apparatus, equipment, supplies and materials for use in those industries where the manufacturing processes are rapidly becoming chemically controlled.

Circulation of this issue

16,000

Send for new booklet, describing and illustrating the chemically controlled industries

**CHEMICAL
& METALLURGICAL
ENGINEERING**

A MCGRAW-HILL PUBLICATION

Tenth Avenue at 36th Street
New York City

**Some Products of
the Chemically Con-
trolled Industries**

Air Conditioning
Apparatus
Belting-Convey-
ing and Trans-
mission
Blowers
Castings, Bronze,
Brass, etc.
Chemicals
Centrifugals
Compressors, Air
or Gas
Condensers
Conveying and
Elevating Ma-
chinery
Cranes
Crucibles
Crushing and
Grinding Ma-
chinery
Dust Collectors
Electric Motors
Electrodes
Evaporators
Fans
Filter Cloth
Filter Presses
Furnaces
Laboratory Ap-
paratus and
Supplies
Meters
Mixing Ma-
chinery
Motor Trucks
Pipe and Fittings
Pumps
Sprayers
Still
Tanks
Water Purifiers
Welding Outfits

**Some Needs of the
Chemically Con-
trolled Industries**

Chemicals, Acids,
Alkalis
Carbon Products
Cement
Ceramics, Glass, etc.
Dyes and Dyestuffs
Electrochemical
Products
Explosives
Fertilisers
Gas
Greases and Oils
Iron
Paint and Varnish
Petroleum Products
Pharmaceuticals
Pulp and Paper
Rubber
Soap
Sugar
Steel
Sulphur
Tar Products
Zinc

of which communications I am going to urge Mr. Seested and Mr. Ray to allow me to publish.

I hope eventually the day will come when a three-months' ruling will apply not only to the newspapers, but to magazines and all other forms of publications. When that day arrives, thousands of tons of newsprint which are now being sent through the mails for which never a cent will be received will be saved and used for productive service.

I have taken the working papers of the audits of ninety-five publications which are members of this association for the year just passed, and I believe it is worth your while to thoughtfully study the figures I am about to give you, and carefully consider their significance.

There is a possible chance of saving one million dollars and a quarter by the elimination of waste in the offices of these ninety-five publishers alone. This is a startling statement, but after you hear the figures perhaps you may agree with me.

During this period these 95 publishers purchased 268,179,857 pounds of newsprint—or 134,090 tons. Out of this amount of paper there was lost in waste 29,767,048 pounds, or 14,883 tons.

Two Southern Publications Combined

The *Inland Farmer* of Louisville, Ky., and the *Southern Agriculturist* of Nashville, Tenn., have been combined. Beginning January 1, 1921, the two papers will be published as the *Southern Agriculturist*, with headquarters in Nashville.

First Signs of Coming Political Advertising

Lord & Thomas, Chicago, is handling part of the Republican national advertising. It is understood this advertising will be distributed among various agencies.

C. F. Wendel Heads Display Men's Association

C. F. Wendel, head of the display department of the J. L. Hudson Co. Detroit, has been elected president of the International Association of Display Men.

Sees Trade with Russia Restricted to Barter Basis

The recent State Department order lifting the embargo on trade with Soviet Russia, although it will not result immediately in any decided change in trade relations between that country and the United States, stands out as the most absorbing of recent foreign trade developments, according to the Guaranty Trust Company of New York.

"Commercially, the State Department's action probably means little at this time," the Trust Company says; "politically it can be taken as a far-sighted policy which may react on and ultimately weaken the Bolshevik influence in Russia. With the embargo lifted, one of Bolshevism's chief excuses will be shattered and the Bolsheviks will lose one of their most formidable means of foreign propaganda."

"Present chaotic conditions in Russia will present serious difficulties in whatever trade may result from this country's action. Russia is in dire need of locomotives and railroad materials, but these, as well as many other commodities, are likely to be considered capable of being used for war purposes and their exportation thereby restricted. Trade will necessarily be conducted on a barter basis, as Russia's currency is practically worthless, and her only gold is that confiscated from the imperial regime. Her exportable surplus of commodities is so small, however, that it could not be exchanged for any appreciable amount of goods from this country. The United States Post Office Department has not re-established the mail service with Russia, and at present there is no authority in Russia to which business men could appeal for counsel or for the protection normally available to foreign traders."

Polachek Will Leave "The Sun and New York Herald"

Victor H. Polachek, publisher of *The Sun* and *New York Herald* and *The Evening Sun*, has resigned that position, his resignation to become effective the first of August.

Mr. Polachek has been planning for some time to enter the news print manufacturing field and has associated himself with a project for the manufacture of pulp sulphite and news print paper on a large scale.

Mr. Polachek says that he expects to be in a position soon to announce the details of the paper project in which he is interested. He says he hopes and expects this proposed development will go a long way toward relieving the famine conditions in news print supply.

John A. Simpson, recently with the Conover-Mooney Co., advertising agency, Chicago, has joined Long-Cattello, Inc., advertising agency in the same city.

E. F.

Chicago
Kansas

—opportunity

Consider the great industrial centers of the United States.

Three groups: Employers—Executive Employees—Labor.

The *only* constant, common meeting ground of *all* is the daily Newspaper.

Your potent message appeals to one or more of these groups.

What an opportunity you have through Newspapers to reach and saturate exactly the markets you are interested in,—further, that you can open wide where you wish and throttle down simultaneously in any other sections, and keep out of markets altogether which do not attract you.

The daily Newspaper is at once the most powerful and adaptable of mediums.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco



The Black Sheep

As Shakespeare once said—
Advertising is not all sorrow.

Published by The Associated Amateurs of America, 41 E. 58th St., New York—and 21 Dundas St., Chicago.

Vol. I

NEW YORK CITY, JULY, 1933

No. 1

Guide to Black Sheep Contributors

Horace Hayer—We might as well admit it at the onset, most of the cartoons in this issue of the little paper are by Mr. Hayer. He, by no means remarkable for the times, in fact, when they are presented to him for studying, he often laments that they are distinctly poor, or at least lame. Mr. Hayer is a foreigner, an effish maverick. He stands from the rubble in the wilderness with more ease than an Algonquin word. If you are eager for spirit, happy-go-lucky cartoons for a newspaper article or a house organ special issue, Hayer will enter into the spirit of the cartoonist with a limited price and a keen understanding. On the other hand, if you insist on artistic perfection, he will prove all over again his right to pre-eminence in this field, for he is a magazine and book illustrator of acknowledged genius. And now in the middle of these Black Sheep numbers are the "humors," those recent progressions we have met.

Perhaps the recent thing is objectionable to a degree that the reader will find out.

The cat that ate the canary was a real failure as compared with the cat that ate the canary with the same as the canary.

Why this is a good idea if you can make the cat follow out a through your eyes.

Trade Mark characters are going out of style presently. Every few minutes, Charlie, Charlie, and a lot of other names are coming.

Don't let them off when the cartoon you thought would bring them to their knees, some of you.



Sealpacks Wall Paper

Durable Designs For
Bathroom Apartments.

What Covers Might
Just as well be
Papered.

The latest design in
Attractive Designs.

CRAX GRASS RUGS

The Ideal Summer Floor covering.
Takes the place of a
Commutter's garden.



Piocracy of An Advertising Manager

Monday—Scheduled to appear before the Budget Advertising Club and speak on "Why I Doubt Never Use Our House Cartoons."

Tuesday—Will deliver a monograph at Parkside, N. Y., in celebration of Drug Charles Salomon, "Wishes You We Have Never Managed to Get to the Window."

Wednesday—Address before the Yankers, N. Y., Board of Trade—"Hiding the Single Column, Four-inch Space Do as Much as a Full Page."

Thursday—An informal talk to the Factory Pages of the Group Owners' Company, "How We Have Never Managed to Get to the Window."

Friday—Lecture before the Hingham City Council on—"Dear Thomas Paine: Advertising You in a City Where There Are No Taxes."

Saturday—Short discourse at the De Sales Corporation Convention, "Should Study be Supplied or Cut Out When the Price."

Sunday—At Home: writing articles for

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

Facts vs. Theory

First Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Second Copy—"He has. It's not."

(Honey) The one article of Mrs. Wrighty, in a Co. for 1933 are reported as 14,238—6 gain of 6000 per cent over 1931.

Second Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Second Copy—"He has. It's not."

(Honey) The one article of Mrs. Wrighty, in a Co. for 1933 are reported as 14,238—6 gain of 6000 per cent over 1931.

Second Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Second Copy—"He has. It's not."

(Honey) The one article of Mrs. Wrighty, in a Co. for 1933 are reported as 14,238—6 gain of 6000 per cent over 1931.

Second Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Second Copy—"He has. It's not."

(Honey) The one article of Mrs. Wrighty, in a Co. for 1933 are reported as 14,238—6 gain of 6000 per cent over 1931.

Second Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Second Copy—"He has. It's not."

(Honey) The one article of Mrs. Wrighty, in a Co. for 1933 are reported as 14,238—6 gain of 6000 per cent over 1931.

Second Copy—"Isn't Wrighty gas editorially?"

Second Copy—"It isn't. These pictures won't do much."

First Copy—"Yes, I had that in mind. I didn't like to have it written for me."

Advertising Characters We All Know

The client who wants to start in the business. Clearly, to do the business for the advertisement.

The critic who wants to change the composition to suit himself, because he is doing, he will eliminate the commercial and remove it from the page.

The superior who wants to see the client, over-due, added time, considering, looking time, considering time, looking time, and just plain looking time, for a place that would not be difficult and which would not cost too much.

The sales manager who always wants to make a change in the copy and the illustration, just a few minutes before the closing date of the advertisement.

The Advertising Manager who takes longer to make a change in the copy and the illustration, just a few minutes before the closing date of the advertisement.

The Copy-writer who always takes longer to make a change in the copy and the illustration, just a few minutes before the closing date of the advertisement.

The President of the Company, who sees an art exhibition in Paris and feels compelled to pass upon it at the advertising conference.

A Father—

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

Once upon a time, advertising was supposed to be an advertising agency. That was the way it was long ago and it is still the way it is now.

The BLACK SHEEP To the

THE JULY issue comes bleating from the press, and if you have not seen this little publication, you must surely write for it. Readers of past issues tell us that it brims over with joyous burlesques of all the problems of Advertising. It has been a success from the very first number.

The ETHRIDGE ASS'N

New York Studio Chicago
25 East 26th Street 40 N

Right at Home

The South Bend News-Times is thoroughly appreciated by many national advertisers—and particularly by the merchants of South Bend.

This is strikingly illustrated by comparing the local display for the first six months of 1920, with that of the same period in 1919. The local display for the first six months was 2,953,205 lines, while in 1919 it was 2,148,733 lines. A gain of 804,472 lines.

The business men of South Bend know us. They can judge us first hand—an opportunity not accorded foreign advertisers. And, knowing us as they do, they are using more and more space in the News-Times.

Surely here is a fact that will favorably impress many National Advertisers.

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

Reprinted
American L

Advertising to Physicians—a Consumer Market for Medicinal Agents

Higher Standards, the Result of Research and Competition, Must Be Maintained by Means of Advertising

By Harry B. Mason

Director of Advertising for Parke, Davis & Co.

IN the drug business, as elsewhere, specialties and branded goods have come very largely to dominate the market. In manufacturing pharmacy, as in other fields of production, competition is ceaseless. Every large manufacturer has an elaborate staff of research investigators constantly seeking ways and means of bettering his products. He is trying to improve the familiar galenicals of the materia medica. He is endeavoring to bring out new combinations that will be more effective in the treatment of disease. He is forever attempting to discover new chemicals, glandular or biological agents.

Thus the relentless competition of the age forces two results. The first is that medicaments laid at the disposal of physicians for the treatment of human disease are rendered constantly more and more efficient. I do not hesitate to say that the last forty years have yielded a very great improvement in the materia medica of the day—an improvement scarcely paralleled in any other line of production.

The second result is that the manufacturer, having spent time, labor and money in the betterment of his products, is forced to capitalize these improvements. He must individualize his products and connect them indissolubly with his own name. This means that a given article must be given a special title, a special package, or in some other way connected with the maker. It also means that the virtues of the product must be brought to the attention

of the consumer in order that a satisfactory volume of business on the item may be established. Having spent vast sums in the improvement of his line, the manufacturer is inevitably compelled to get the money back. Otherwise he faces disastrous failure.

THE PHYSICIAN IS THE CONSUMER

His advertising, of course, is aimed at the consumer. But the consumer here is not the layman. To this extent the situation is different from that respecting the maker of safety razors or foods or clothing. The manufacturing pharmacist does not appeal to the general public. He appeals to physicians. Physicians are his consumers.

Hence we find the manufacturing pharmacist bringing his improved products to the attention of the medical profession. He gets out expensive "literature." He advertises freely in the medical journals. He sends out letters and pamphlets through the mails. He trains a staff of "detail men" and has them call personally on physicians. Other ways and means are employed with intelligence and discretion to create a demand among physicians for the new and improved products of the manufacturer.

Doesn't this all benefit the retailer as much as the manufacturer? It certainly does. It keeps alive the practitioner's confidence in medicinal agents. It defeats the tendency frequently exhibited toward therapeutic nihilism. It constantly brings forward more effective medicaments for the treatment of human ills. It gives physicians more and more as

Reprinted by permission from the *American Druggist*.

sistance in the practice of their profession, and it gives the pharmacist more and more opportunities to increase his business.

It isn't necessary to urge the pharmacist to co-operate with the manufacturer in the advertising efforts of the latter. The pharmacist is already giving his co-operation.

Very frequently a manufacturer will start a definite campaign of publicity, lasting a year or more, in behalf of one or more products. This publicity is aimed at the consumer—and the consumer, I repeat, is the physician. The druggist realizes at once that the demand thus created must seek expression at his store. It cannot be satisfied anywhere else. The druggist is the sole distributor of the kind of manufacturer I am talking about. For such a manufacturer does not sell direct to the physician. He may on occasion take an order from a physician, but he invariably turns this order over to the druggist. I venture to say that at least four or five of the larger and more influential manufacturers in the United States haven't a single account on their books with a physician.

Here is where the manufacturer must play fair with the retailer. He must let the retailer be the sole distributor of his wares. This is vital. He must permit the retailer a fair and decent profit. This also is vital. And he must turn out products of superior quality. These three requirements must be met in every case, and when they are met, the manufacturer and the retailer work honorably together for their own profit and for the benefit of humanity.

There isn't any use in attempting to run counter to evolution. Whether we like certain developments of the day or not, we are all caught up in these economic and industrial transformations. We are all equally subject to natural law. We can't escape it.

For that matter, the manufacturing pharmacist couldn't do differently if he chose. For he is

surrounded by a group of clever, ambitious, honorable and aggressive competitors. He can't afford to nod for an instant. He must be ever on the alert. He must fall in line with the times. He is compelled to work improvements in his products, and then when he secures these improvements he must exploit them vigorously. He can't afford to hide his light under a bushel. If he does, the light goes out and the manufacturer disappears with it.

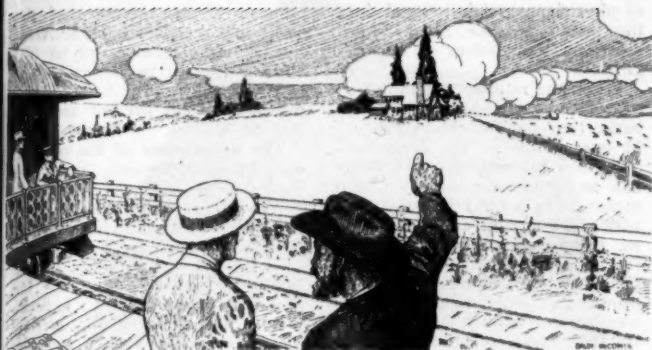
Incidentally this means that the retailer is forced to carry a larger and a more varied stock of medicinal products than he would otherwise prefer. It may increase his investment somewhat. But on this point there are two things to be said. One of them has already been said—namely: that the specialties and branded products of the day have greatly increased the retailer's opportunities. They have enormously enhanced his volume.

THE RETAILER CAN MODIFY THE SITUATION

The other thing I want to say on this point is that the retailer can, to a certain extent, modify the situation. I do not undertake to say that he should carry every special product made by every manufacturing pharmacist in the land. Of course, he must use some discretion. He must govern himself by the demand. He must also govern himself by his confidence in the particular manufacturer involved. Some manufacturers do a great deal more than others to create demand. Some manufacturers enjoy the confidence of physicians in far greater measure. Some manufacturers do more for the dealer.

I think everyone will agree with me in the statement that the particular line to be given the greatest measure of consideration is the line for which there is the greatest demand. This means the line of that manufacturer who, in any given locality, does the most detail work, carries on the most aggressive advertising among physicians, enjoys the greatest respect

TH
"T
th
whic
harves
As you
innume
the "Six
are in p
Big Ho
The Sim
everywh
papers—
each dev
WAY M
NEER, R
ENGINE
their sha
Remember
they know
in a comb
Remember
House in
of orders
Railways.
SIMMO
Chicago
Publishers all
Chicago, Ill.



THE BIG HOUSE IN THE FIELD

"THE HOUSE OF TRANSPORTATION" is the big house in the railway field—that field which now holds such certain promise of a fruitful harvest of orders.

As you must know, the railways today are in need of a vast supply of innumerable things. Also you must realize that signs indicate that the "Six Billion Dollar Customer" is getting busy and that big orders are in prospect immediately. But do you know the service which the Big House in the Field is rendering?

The Simmons-Boardman Publishing Company—known to railway officials everywhere as the Big House in the Railway Field—publishes five railway papers—five papers with a combined circulation of 40,000 copies. Five papers, each devoted to the needs of certain departments—RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER. It is this *Railway Service Unit* which affords those who seek their share of the big sales' harvest the one way to reach railway officials.

Remember this Service Unit was built to serve railway officials, and that they know it; for in that lies the fact that your sales message in one, or in a combination of these papers will be delivered safely.

Remember this and call on "The House of Transportation"—"The Big House in the Field" for help in gathering your share of the great harvest of orders from "the biggest single organized industry in the world—The Railways."

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

SIMMONS-BOARDMAN PUBLISHING COMPANY

Woolworth Building, New York

Chicago Cincinnati Washington Cleveland London

Also of The Marine Engineer, The Boiler Maker, Locomotive Cyclopedia, Our Builders' Cyclopedia, Shipbuilding Cyclopedia, Material Handling Cyclopedia, Maintenance of Way Cyclopedia.

of physicians, and in general does the most to make his products move on the shelves of the retailer.

When the retailer and the manufacturer get together on this basis, they can enormously benefit one another. The large and ambitious manufacturer of today has an abundance of ways and means to help the retailer sell his goods. He can give him the benefit of a specialized advertising service. He can supply him with promotion aids of one sort or another. In the case of popular articles he can furnish him with attractive window displays. He can write letters for the dealer on the dealer's stationery. He can do a score of different things to help the retailer sell the manufacturer's products with a benefit which spells true co-operation.

We can't make the world over. We can't turn the wheels of progress backward. We can't modify trade currents which may seem to some of us unfortunate. We must take things as we find them and adapt ourselves to the situation. The manufacturer or the retailer who grasps this truth in fullest measure is he who secures the greatest modicum of success. And it behooves both the maker and the distributor of a given product to work in the closest unison in order that they may serve themselves and the public with benefit to everybody concerned.

Southern Newspaper Publishers Hold Convention

THE Southern Newspaper Publishers Association met at Asheville, N. C., last Monday, Tuesday and Wednesday for its eighteenth annual convention. The attendance was the largest in the history of the organization. The address of welcome to the assemblage was made by Governor T. W. Bickett, of North Carolina.

The organization showed surprising growth during the year. Walter C. Johnson, of the Chat-

tanooga News, secretary of the body, said that last year the Association had a membership of 155. During the past twelve months 72 new members have been added, making a total present membership of 227.

The programme of the opening day included reports from the chairmen of various committees, among them that of the advertising Committee, of which Arthur G. Newmyer, of the New Orleans Item, is chairman; that of the White Paper Committee, the chairman of which is C. I. Stewart, of the Lexington, Ky. Herald. Two principal addresses were delivered on Monday, that of Stanley Clague, which is reported elsewhere in this issue, and that of H. N. Kellogg, chairman of the standing committee of the American Newspaper Publishers Association, who spoke on labor problems. The feature of Tuesday's session was the address in the evening by Sir Auckland Geddes, British Ambassador to the United States.

A stimulating talk was made by Walter G. Bryan, publisher of the New York American, on the general subject of "The five cent daily, ten cent Sunday and nine columns per page." E. A. Sherman, associate forester of the Department of Agriculture, discussed the immediate and future supply of wood pulp in the United States and Alaska.

Following the precedent established last year, the meeting of the Southern Newspaper Publishers Association was held in conjunction with meetings of the Executive Board of the American Association of Advertising Agencies, the Southern Council of that body, and also the Southern Farm Paper Publishers Association. Harry Dwight Smith, president of the Agency Association; W. H. Johns, president of the George Batten Company, and Collin Armstrong, National Chairman of the Newspaper Committee of the Agency Association, addressed the assembled publishers Wednesday. Mr. Armstrong spoke on "Newspaper and Agency Relationship."



"For B'AR!"

McJUNKIN advertising and merchandising campaigns are loaded for *Big Game*. Our first thought is: Wherein lies the Dominant selling argument? We believe the real high-powered modern weapon of merchandising is a sales campaign based upon a great single *master* selling thought. This Dominant Idea is not an external evolution—it *must* come out of the business itself.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



McJUNKIN ADVERTISING COMPANY
CHICAGO • CLEVELAND

8 S. WABASH AVE.

LEADER NEWS BLDG.



THE NATION'S PERIL

BY HERBERT KAUFMAN

THE South leads in illiteracy, but the North leads in non-English speaking. Over seventeen per cent. of the persons in the east-south Central States have never been to school. Approximately sixteen per cent. of the people of Passaic, New Jersey, must deal with their fellow workers and employers through interpreters. And thirteen per cent. of the folk in Lawrence and Fall River, Massachusetts, are utter strangers in a strange land.

The extent to which our industries are dependent upon this labor is perilous to all standards of efficiency. Their ignorance not only retards production and confuses administration, but constantly piles up a junk heap of broken humans and damaged machines which cost the Nation incalculably.

It is our duty to interpret America to all potential Americans in terms of protection as well as of opportunity; and neither the opportunities of this continent nor that humanity which is the genius of American democracy can

be rendered intelligible to these eight million until they can talk and read and write our language.

Our future security compels attention to such concentrations of unread, unsocialized masses. They live in America but America does not live in them. How can all be "free and equal" until they have free access to the same sources of self-help and an equal chance to secure them?

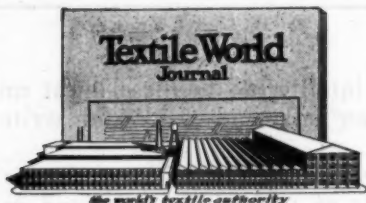
Illiteracy is a pick-and-shovel estate, a life sentence to meniality. Democracy may not have fixed classes and survive. The first duty of Congress is to preserve opportunity for the whole people and opportunity can not exist where there is no means of information.

How may they reason soundly or plan sagely? The man who knows nothing of the past can find little in the future. The less he has gleaned from human experience the more he may be expected to duplicate its signal errors. No argument is too ridiculous for acceptance, no sophistry can seem far-fetched to a person without the sense to confound it.

Not until we can teach our illiterate millions the truths about the land to which they have come and in which they were born shall its spirit reach them—not until they can read, can we set them right and empower them to inherit their estate.

This is one of **HERBERT KAUFMAN'S**
Editorials in

AUGUST
MCCLURE'S



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Advertising That Acts as a Reception Committee for the New Product

Why the Mallory Industries Have Adopted an Institutional Style of Copy from the Start

PROBABLY there are few concerns which have not, at one time or another, seriously considered the advisability of adding a new product to the line. Especially is this true to-day. Manufacturers who have greatly enlarged their plants to take care of abnormal demands are planning for that time when orders will not be so plentiful and idle factories loom up as a possibility. In numerous instances this subject has been given such close attention that it is already settled as to what shall be manufactured the moment production on the main line catches up.

Naturally, manufacturers, who have planned so far ahead, would make the sledding for their future products much easier could they create a consumer acceptance for them previous to their appearance. This may seem like putting the cart before the horse. The average business man who has not taken the trouble to inform himself on the power of advertising would probably grunt, "Another new-fangled notion," and pass up the subject.

However, there is a campaign now running in big space in general periodicals and newspapers with that ultimate purpose in view. The company is the Mallory Industries, Inc., of Detroit. So, while it may look like a far-fetched idea to advertise products which may not be ready for the market for years, shrewd merchandising men have seized upon the present as a really wonderful time to advertise household appliances not yet ready for distribution. Why and how it is being done may be suggestive to advertising and merchandising men in lines far remote from such products.

The Mallory Industries, Inc., is

a holding corporation organized to manufacture and market household specialties. Up to the present time it has been the policy of the company to purchase concerns already established in the household field and operate them with centralized control. One of the first devices to be taken over was the Crystal Washing Machine. This is an electric washing machine for the home and is the only product now being featured in the advertising. It was chosen to lead the line because at the time the campaign was started it was the only Mallory product ready for the sales impetus which comes with aggressive national advertising.

When the advertising was first taken under consideration a careful analysis of the task at hand was made. What should be the underlying motive of the publicity? In this connection it should be remembered that the Crystal Washing Machine was merely one of a number of household appliances the parent company planned to sell. For that reason it was decided something else other than the usual run of copy was needed. It was immediately seen that the big work of the advertising, rather than pushing a single article, was to so establish the name "Mallory" in the public's mind that it would form a strong background for the launching of future Mallory products.

INSTITUTIONAL COPY USED

With that idea in mind an institutional style of copy, quite unusual in its make-up, was devised. Its purpose is to put the name of a large institution into the consciousness of the entire public in the shortest possible time. Speed was essential for several reasons. One was that new appliances were

constantly and are still being added. As these become ready for distribution the company wishes to have a consumer acceptance for them firmly established. Furthermore the American housewife, right now, is showing great interest in all household labor-saving appliances. She is probably following the advertising of these accessories with closer attention now than she will when there is again a surplus of domestic help. The company wants to take full advantage of this, perhaps, fleeting interest.

Now it would be possible to take most any trade-mark, within reason, and advertise it strongly enough for so long a time that it will become implanted in the consumers' minds. But what the Mallory Industries wanted was one that could be established within a reasonable length of time and at a reasonable cost.

Of course such a mark must be unusual. It must have character, force, dignity, stability and still be so individual as to preclude any doubt as to its user. Also it must express the spirit and purpose of the whole organization behind it. And above all, it must be as good fifty years from now as it is today; it must be immune to the changes of styles and seasons. Furthermore, it must be so broad that it will be a good trade-mark for any home appliance the company brings out.

PUTTING IDEALISM INTO THE TRADE-MARK

Taking all this into consideration, the trade-mark medallion showing an allegorical couple with the man lifting from the woman's shoulders a large bundle and having in raised letters the slogan: "To Lighten the Burden of Womankind," and a line reading "A Product of the Mallory Industries, Inc.," is of conspicuous merit. Once established it will make it comparatively easy to introduce future household products.

Inasmuch as the prime purpose of the present selling plan is to establish the trade-mark on a firm

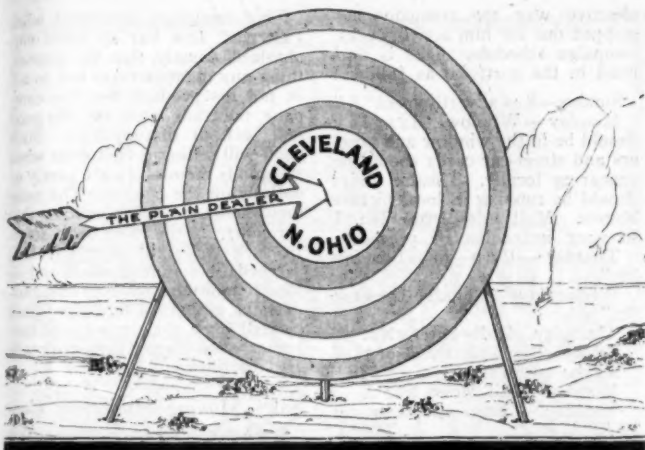
basis, it is used on practically everything put out by the company. In the case of the Crystal Washer it appears a few inches below the name "Crystal." Every advertisement, whether national, business paper or newspaper, displays it prominently. It appears on every piece of advertising literature. In this manner the Crystal Washer and any other product the Mallory Industries may desire to launch are bound into one family.

The institutional advertising of the company is unusual for the reason that the trade-mark medallion is given as much, if not more, space than the Crystal Washer. In the double-page advertisements which have appeared an entire page has been given over to an illustration of the trade-mark. Single-page advertisements to appear in women's publications also stress the trade-mark. In fact, in these pieces of copy the illustration of the washer is subordinated.

Every piece of copy contains the following paragraph: "That it should bear the seal of a great organization dedicated to the saving of labor in the American home only serves to intensify the unmistakable preference for the established superiority of the Crystal Machine." This sentence is to be used in all the national advertising, the only change being in the name of the appliance to be featured.

In getting the dealer's co-operation the company is employing a complete line of selling helps. They are all described in a portfolio called the "Crystal Merchandising Book." The first is a very complete window display and it is interesting to note that even here the trade-mark medallion is featured. Then there is a series of five letters, which have the merchant's name imprinted in two colors. Illustrated in the portfolio, also, are local newspaper advertisements, car-cards and motion-picture slides. Full directions as to how this material is to be ordered are given.

With the idea of having the dealer use these helps in the most



Yours With One Shot

The bull's eye market of America is Cleveland and Northern Ohio.

Here are concentrated 3,000,000 prosperous consumers, many of the world's greatest business enterprises and some of the fastest growing, richest towns in America.

Akron—the rubber center, Youngstown, the sheet metal center, Canton, Elyria, Ashtabula, Sandusky, Lorain and hundreds of others.

And this bull's eye market can be covered by a single newspaper!

Whether your product is used in homes, stores, offices, factories, or all combined, the single medium needed to carry your message to the buying factor in every case, in Cleveland and Northern Ohio is the Cleveland Plain Dealer.

Instead of scattering your fire and perhaps falling wide of your mark, concentrate in The Plain Dealer and hit the bull's eye. It saves time, money, effort.

The Plain Dealer's 78-year knowledge of its field and dynamic co-operation is fully, freely at your disposal. Address, for full particulars, Merchandising Service Dept.

The Plain Dealer

Cleveland

Eastern Representative:

JOHN B. WOODWARD

Times Bldg., New York City

Western Representative:

JOHN GLASS

Peoples Gas Bldg., Chicago

effective way the company has mapped out for him a two weeks' campaign schedule. This is outlined in the portfolio as follows:

Sunday—Run advertisement "A."

Monday—Window display should be in the window and posters and street-car cards should be appearing locally. Theatre slides should be running in local picture houses. Mail sales letter No. 1 to your entire list of prospects.

Tuesday—Run advertisement "B."

Wednesday—Run advertisement "C."

Thursday—Mail letter No. 2.

Friday—Run advertisement "D."

Sunday—Run advertisement "E."

Monday—Mail letter No. 3.

Tuesday—Run advertisement "F."

Wednesday—Mail letter No. 4.

Thursday—Run advertisement "G."

Friday—Mail letter No. 5.

The electros, matrices, slides, posters, etc., are all supplied the dealer without charge, but only when he requests it. Enclosures for sales letters are also supplied the dealer, as well as a sixteen-page catalogue. This catalogue is a fine sample of printing work with the pictorial appeal stressed throughout.

A product such as an electric washer is, of course, too bulky to carry around, and this fact has always made selling a washer by canvassing more difficult than other appliances which the canvasser can take right along for a demonstration.

An unusual booklet has, therefore, been prepared in order to overcome this handicap. This booklet presents, pictorially, the various parts of the Crystal Washer and briefly points out the advantages that each insures. It is really a printed sales demonstration by a trained and skilful salesman. The value of the booklet lies in the fact that it enables the dealer to talk convincingly about the washer and point out its various features with the assurance that he will know just why they are used.

This campaign illustrates what PRINTERS' INK has so often emphasized, namely, that the greatest thing any manufacturer has to sell is, not his product, but the company, the trade-mark and the good will back of that product. Such good-will selling is best done when the goods themselves are partly or entirely off the market. The same logic holds good for articles that are only in the incubator stage. In such cases the company that succeeds in stamping itself and its ideals upon the public consciousness is going to find the track cleared for a quick trip to the consumer when its products are ready for distribution.

Sales Moving Stationery Copy

The Kendrick-Bellamy Company, Denver stationers, adopted a unique plan for advertising their goods in that city and are much encouraged with the increased sales now apparent after the campaign has been running for several months. A lively little character called K. Bee makes daily appearance in a local newspaper, extolling the virtues of the different commodities and representing himself to be the "service man" of the Kendrick-Bellamy institution. With complete change of copy and cartoon each day, interest is maintained in K. Bee and this firm's advertising.

Illinois Co-operative Marketing Plan

The Illinois Agricultural Association has adopted plans calling for co-operative grain marketing, which will include community grain elevators, regulation of grain shipping and a clearing house organization which will act as a broker for the producers and consumers.

H. C. Jackson with "Orange Judd Farmer"

H. C. Jackson, formerly of the promotion department of *National Farm Power*, Chicago, and more recently advertising manager of the E. A. Strout Farm Agency, New York City, has returned to Chicago as business manager of *Orange Judd Farmer*.

W. C. Magee Advanced With Lanston Company

William C. Magee has been advanced by the Lanston Monotype Machine Company of Philadelphia to the management of the departments of advertising and typography, to fill the vacancy caused by the death of Joseph Hays.



TWENTY-FIFTH ANNUAL CONVENTION and EXHIBITION COLUMBUS, OHIO

Week of October 4

AS the only trade publication devoted entirely to the metal-casting industry, THE FOUNDRY plays an unusually important part in the convention activities. The interests of foundrymen, and those manufacturing or selling equipment and supplies for foundries, will be served by two convention issues:

PRE-CONVENTION NUMBER

Published September 15

Containing complete convention program, list of exhibitors and their representatives.

POST-CONVENTION NUMBER

Published October 15

Will be a complete history of the convention and exhibition in story and picture

Forms Close August 20 and September 20

THE FOUNDRY

PENTON BUILDING CLEVELAND, U. S. A.

Member Audit Bureau of Circulations—Associated Business Papers, Inc.

SELECTED DISTRIBUTION of Industrial-Educational Films

Among many letters of congratulation we have received, a few ask how the HARRY LEVEY SERVICE CORPORATION proposed to distribute its film.

Sometime ago Mr. Levey stated that no one film company controlled any group of exhibitors in the country. The distribution of Industrial-Educational Films to motion picture theatres merely requires an organization possessing these important factors:

FIRST and foremost, the ability to make a good production.

SECOND, the ability to properly merchandise that production so that 100% efficiency in sales and publicity will result therefrom.

THIRD, the facilities for the physical distribution of the film to the theatres of the world.

Distribution is of the utmost importance, for no matter how good your film, or how complete your plan, unless you have selected for yourself an organization whose personnel consists of motion picture advertising men who have had experience in conducting local and national film campaigns, your film would be valueless.

And so, to better serve you, a greater theatrical and non-theatrical distribution for Industrial-Educational Films was planned in forming the



**HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS
OF INDUSTRIAL-EDUCATIONAL
FILMS**

Temporary Offices - 1862 Broadway, New York

To carry out this plan we have established exchanges in the various cities of the United States and Foreign countries enumerated below. Each operated by a Harry Levey Service man who takes the plan perfected by our merchandising department, and carries it out in each territory.

These exchanges were selected with the greatest care and with the knowledge, gained from past experiences, of what the advertising men of this country demanded and are entitled to.

These exchanges are now in full operation under the direction of the same men who were associated with Mr. Levey during the past three years and who are responsible for the many national motion picture advertising campaigns conducted under his supervision.

(The following list will be added to as circumstances require)

UNITED STATES

ATLANTA
BALTIMORE
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DALLAS
DETROIT
KANSAS CITY
LOS ANGELES
MINNEAPOLIS
OMAHA
PHILADELPHIA
PITTSBURG
PORTLAND, ORE.
SAN FRANCISCO
ST. LOUIS
WASHINGTON

CANADA

MONTREAL
ST. JOHN
TORONTO

FOREIGN

GREAT BRITAIN
FRANCE
NORWAY
SWEDEN
DENMARK
ITALY
SPAIN
PORTUGAL
SWITZERLAND
GERMANY
AUSTRIA
SLAV STATES
BALKAN
CHINA
JAPAN
INDIA
JAVA
BRAZIL
ARGENTINE
PERU
CHILE
CUBA
MEXICO

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS
OF INDUSTRIAL-EDUCATIONAL
FI L M S



Temporary Offices — 1662 Broadway, New York



Copyright Detroit Pub. Co.

Hotel Pontchartrain (on right) which gives way to First and Old Detroit National Bank

Wrecking a Fourteen Story Building to Make Room for Twenty-Four

The Pontchartrain Hotel, one of America's famous hostels, a four million dollar structure, in the heart of Detroit, is being wrecked to make way for a huge twenty-four story bank and office building.

In Detroit it matters little what the occasion may be, anything and everything must give way to the spirit of progress. Think of what such a spirit might do, if turned loose upon YOUR PRODUCT.

Yet that very thing may be done through Free Press columns, because this newspaper is a part and parcel of Detroit. Here since 1831, when Detroit was a trading post, its influence and power are inseparably linked with the best homes of America's Fourth City.

The Detroit Free Press

"Advertised By Its Achievements."

VERREE & CONKLIN, Inc.

Foreign Representatives
CHICAGO

NEW YORK

DETROIT

Western Clock Company Tells Workers Why It Advertises Though Oversold

Its Advertising To-day Is an Insurance Policy on Its Production of the Future

By Roy Dickinson

THE old idea that a firm advertised only when it had a product to sell has been often exploded. The first man who kept on advertising when his factory was oversold had a new vision. So many men have followed him that the plan has become merely one more established principle. Of course there is always something to sell. The greatest thing any manufacturer has to sell the public is not his mere product, but the company, the trade-mark, the personality back of the product. And a most important time to do this kind of selling is when the goods are partly or entirely off the market. William Demuth & Co., Hercules Powder Co., Detroit Pressed Steel Co., maker of "Disteel" wheels, and a host of other firms advertised strenuously during the war to dig in on the peace-time market. Literally hundreds of firms who had nothing to sell in the way of a product kept selling good will—and it was good business practice.

When products are not entirely off the market, but the entire output of the factory is sold six or twelve months ahead, the same thing holds true.

THE WORKERS SHOULD KNOW MORE ABOUT ADVERTISING

Moreover, it is becoming more and more important that the men and women who invest their muscle or services instead of their capital in the enterprise should know something of the advertising and the policy back of it. The worker on the product is apt to consider the factory production as complete in itself. When raw material, machinery, management, capital and labor produce the finished piece of merchandise he

sometimes thinks it is the end of the job. He is apt to forget that until the finished product is in the hands of the user who has exchanged money for it there is nothing for capital or labor to divide.

The time element also is not always apparent to the worker. He is not apt to realize, unless it is explained to him, that the distribution of a product may not be completed for eighteen months or more in many cases. The three premises—an oversold factory, a continuation of the advertising under those conditions, and an uninformed organization—might easily lead to misunderstanding.

The sales force, the factory workers, the dealers, all might start asking the why and wherefore. Why don't they save all that money and raise our wages? Why don't commissions increase instead of letting the publisher get it? Why don't we get a better discount or quicker deliveries? All these questions and a lot more are apt to be hurled at the organization which goes ahead on a course which is good business, but which course it has not troubled itself to explain.

The Western Clock Company meets the problem by taking time by the forelock and by careful explanations. Their reasons are set forth in "Tick Talk," distributed to factory and office workers and dealers. They are worth the study of every executive who has a similar problem to face now or who may face it in the future. The dealer is put first in the explanation, which follows:

"Once in a while a dealer writes in and criticizes us for spending our money on advertising instead of using it to produce more clocks.

It sometimes takes a good deal of explaining to make him see that it is really necessary to spend money in advertising, even though we are greatly oversold.

"You would not think of dropping your insurance policy just because you feel fine to-day. No, nor should a national advertiser think of dropping out of the publications just because he is a few months or a year behind in filling orders.

AN INSURANCE POLICY ON THE FUTURE

"The money spent in Westclox advertising to-day is an insurance on the Westclox production of the future. The clocks you turn out to-day are sold, but how about those you are going to build in 1922 and 1923?

"Predictions are that conditions will be nearer normal next year than they are this. When they hit normal it will again be a buyer's game. To-day it is easy to sell anything. When supply and demand come closer together the manufacturer who makes the best product will have the first chance at the market.

"All together we are creating a demand for Westclox that will insure a sale for our product whenever alarm clocks are in demand.

"When one looks at it from this point the few pennies that we spend per clock for advertising and sales work seem small indeed.

"The number of salesmen that we have on the road is small in comparison with the number of possible clock and watch distributors there are in this country. They cannot call on every dealer. They cannot call on any of them very often.

"Westclox advertising, which includes Dealer Tick Talk, has to help the salesman build good will. It has to do all the work where the salesman does not call.

"Without salesmen and without advertising, how would we sell the product? Paraphrasing an old adage, we might say: We have a better product, we have a beaten path to our door, but—we have to keep the product up and we have

to keep the path clear or we will soon be forgotten.

"Building quality into Westclox and telling of that quality through advertising and sales and letter contact guarantees the future of the Western Clock Company and your job and my job."

Growth of Commercial Air Service Industry

In making public the report of representatives who have just completed a tour of the country, the Manufacturers' Aircraft Association says: "At present there are in the United States fifteen manufacturers of aircraft and aircraft motors, and eighty-five manufacturers of accessories. During the past few months twenty new airplane distributing agencies have been established throughout the country, and new aerial transport operating companies have been formed in numerous cities.

"The Southwest and Pacific Coast are leading in the adoption of aircraft to commercial use, and plans in preparation contemplate honeycombing that area with a network of aerial transportation lines. In the Middle West the airplane is being adapted as the occasion demands, and it is meeting with encouraging success the severe competition of good railroads and highways, lack of landing fields, and the considerable indifference of the Middle Atlantic States. New England is accepting it with customary conservatism; the South is using it mainly for private purposes, and Florida and the West Indies have come to recognize flying as a most important method of communication."

Rochester Advertising Club Elects

The following officers have been elected by the Rochester Ad Club: President, Ernest A. Paviour; vice-president, William Pidgeon, Jr.; treasurer, George J. Wagner. Arthur P. Kelly continues as permanent secretary.

Einson Litho Absorbs Photo-Lith. Co.

Einson Litho, Inc., New York, has taken over the entire plant and personnel of the Photo Lith. Process Plate Co. of that city.

H. Jay Stephens Joins Paul Block, Inc.

H. Jay Stephens, formerly on the sales force of The B. F. Goodrich Rubber Co., Akron, O., is now with the Chicago office of Paul Block, Inc., New York.

2nd in America

In a recent news article, the "Editor and Publisher" printed the following list of leading want ad newspapers showing the Omaha World-Herald 2nd in America on a per capita basis—(The World-Herald published over three million agate lines of paid want ads in 1919—measurements by Haynes Advertising Company.)

NEWSPAPER	Average Classified Lineage Per Capita in 1919
Akron Times	22.51
Omaha World-Herald	17.54
Columbus Dispatch	16.18
Kansas City Star	15.09
St. Paul Dispatch	14.36
Seattle Times	14.14
Portland Oregonian	13.27
Denver Post	12.96
Los Angeles Times	11.86
Indianapolis News	11.67
Washington Star	11.32
Pittsburgh Press	10.98
Detroit News	10.76
Minneapolis Tribune	9.41
Newark News	9.28
San Francisco Examiner	9.28
Cleveland Plain Dealer	8.07
Detroit Free Press	7.72
Baltimore Sun	7.72
Los Angeles Examiner	7.49
San Francisco Chronicle	7.24
Buffalo News	6.88
Boston Globe	6.19
Cleveland Press	5.59
St. Louis Post Dispatch	5.49
Chicago Tribune	3.42
Philadelphia Inquirer	3.17
Chicago Daily News	2.13
Philadelphia Bulletin	2.01
New York World	1.45

Do you know of any better test of a newspaper than its supremacy in want ads?

The World-Herald has published on the average *each month* of this year ten thousand more want ads than the other Omaha papers combined, and also charges the highest rates in Omaha.

That's what the public of Nebraska and Iowa think when they buy advertising in Omaha—They want results!

The Omaha World-Herald

O'MARA & ORMSBEE, Inc.

H. DOORLY

Special Representatives

Business

New York

Chicago

Manager



Des Moines--- Then and Now

Then—1853

Population of Des Moines 126,468

The census bureau announced Saturday, June 26th, that the population of Des Moines is 126,468—an increase of 46 per cent in ten years.

Des Moines is enjoying tremendous prosperity—every indication points to a population of 200,000 in the 1930 count.

Des Moines is the "City of Certainties" where big things are done—a city with that western "pep"—up and a coming every minute.

Know Des Moines As It Really Is!

When the last federal census was taken in 1910, there were only 85 miles of paved streets as compared with the 190 miles of which it now boasts.

In 1910, Des Moines produced \$23,585,000 worth of merchandise. Estimates of the Chamber of Commerce for this year place the production at over \$50,000,000.

Postoffice receipts show an increase of \$1,150,046. In 1910, they

were \$736,250, as compared to \$1,887,206 in 1919.

Bank clearings in 1910 were \$205,875,999 as compared to \$556,000,000 in 1919.

In 1910 the city issued 604 building permits, and in 1919, the total number issued was 1,220. The value of the buildings erected in 1910 was \$1,344,187. In 1919 it was \$5,266,185.

Are You Overlooking This Fertile Market?

Are you getting your share of the business from Des Moines and Iowa? You can speed up sales by instituting a campaign in this wonderful field.

Your campaign will not prove to be a "Dud" if it is placed in The Des Moines Capital. Many of the country's leading advertisers will testify to this.

The Capital has a prestige in Des Moines and Iowa that is truly phenomenal; it has been gained by a strict policy of honest views, honest news and honest advertising.

The Des Moines Capital goes into 80 per cent of the homes in Des Moines. Its readers absolutely rely upon it for reliable news—and its advertisers for consistent results.

Proof of Its "Pulling" Power

In June, 21 of the largest stores in Des Moines used 29% more space in The Capital than in the second paper—68% more than in the third paper, and 77% more than in the fourth paper. The Des Moines Capital has maintained its leadership for 25 years.

The Capital is the backbone of practically every big merchandising event in Des Moines.

The Capital carried more than a million lines in both April and May. This has never been accomplished by any other Des Moines newspaper.

**The
Des Moines Capital**
Lafayette Young, Publisher.
Evening and Sunday

OMARA & ORMSBEE
Special Representatives
NEW YORK CHICAGO



Now—1920

Organization—Well Built and Carefully Maintained

We are glad to bear the reputation of maintaining "a good place to work." In several years we have never been obliged to discharge any employee; nor has any valued employee left us. Organization is life today. For the benefit of our clients, for our own peace and happiness, and in deference to our idea of good organization, we get competent workers—and keep them.

Send for the book "*How to Judge an Advertising Agency.*"

J.H. CROSS CO.

General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

What Is a Correspondence Supervisor Supposed to Do?

Given the Right Man, His Power Must Be Supreme, Allowing Him to Criticize and Help Every Man in the Organization

By R. B. Newton

THIS is known as an age of specialization—even the "movies" preach it. The jack-of-all-trades, they tell us, finds few holes in which to winter.

In this field of specialization a new figure has recently appeared.

This new figure in the letter-writing world is variously styled, Correspondence Supervisor, Correspondence Critic, Correspondence Advisor, and sometimes Literary Critic or Advisor. He is, or should be, all of these, but he should be something more than any one, or the combination of all of them. He is, or should be, truly a specialist, yet at the same time he must be something of a jack-of-all-trades.

One of the questions most frequently asked concerning this work is, "What qualifications are necessary for the position of Correspondence Supervisor?" and a second question, "How shall we go about this thing?" Varying circumstances naturally shape to some extent the proper answers, yet, as the problems in different organizations are fundamentally the same, they call for the same general characteristics in the man who is to grapple with them; the differing situations merely call for a preponderance of certain of the same set of qualifications.

Our specialist should qualify for the title of critic, yes, for he must be schooled to recognize at sight the flaws in the letter before him—not the missing commas, split infinitives and grammatical errors only (though he should know enough to avoid these himself and advise against them). However, it is more important that, reading the letter as a disinterested third party, he should be able to recognize those things about it which may work to cross purposes, which may irri-

tate or otherwise work to the disadvantage of the writer, and to the company for which he writes.

If our man is merely a critic he will find these things, and in finding them and pointing them out he will accomplish some good. However, a man whose abilities are limited to criticizing is likely to deteriorate into a public nuisance. On the other hand, if he is a *constructive* critic, he may be a benefactor. After all, the work of criticizing isn't finished until a better way is shown, and he who criticizes without definitely outlining a better way is only half a man doing half a job.

Our letter specialist is—or should be—an adviser. He should be able to answer the question, "What kind of a letter shall I send this man?" To do that he must have enough real first-hand experience to back him up and make his advice something worth listening to.

SHOULD BE A SUPERVISOR

He should be a supervisor in the broad and real sense of that term—an executive, able to really supervise every phase of letter writing, from the preparation of the stationery to the stamping machine. That means he must know the printing department, the stenographic department, the transcribing department, the repair department and the mailing department as thoroughly as he knows the correspondence department.

But he must know more than has been outlined. How is he to assist the members of the traffic department if the only letters he knows anything about are sales letters? And how can he be of any assistance to the sales department or the adjustment department unless he has a pretty thorough knowledge of the manufac-

turing side of the business? Production, Sales, Distribution, Satisfaction constitute the success platform of any business, and the correspondence specialist must have more than passing acquaintance with each plank.

MUST KNOW AND LIKE PEOPLE

He must have still another qualification: He must know folks, and more than that, he must like 'em—not because certain ones are friends or pleasant acquaintances, but just because they are folks.

Having all these qualifications, however, he may yet fail—is bound to fail of greatest accomplishment—unless he is a *Doctor* of letters. With that word "Doctor" there comes to mind the old picture of a wretched home in the still hours of night, a child stretched out on a bed improvised from two chairs and pillows—and beside her, unmindful of hunger or fatigue, knowing not discouragement, "The Doctor"; loving his profession as he loves his wife and children; finding his greatest satisfaction and pleasure in grinding through a difficult case and emerging victorious.

Our Doctor of letters has the same characteristics. He will find real pleasure in building a finished letter writer from crude beginnings, and in doing so he will need all the skill, patience, perseverance and tactfulness that the physician employs.

So much for the Specialist, Supervisor, Critic or Advisor, however he be known. The institution which employs a real one gains an asset as valuable as its sales manager, or its superintendent, or its advertising manager.

Now what about the institution's part? This, too, is important, for the organization of which the Doctor of letters is a part, and the officials who direct the policy of the organization, decide in great measure the success or failure of the undertaking; unless from all quarters "higher up" comes unaffected backing, the most competent of doctors is doomed to disappointment.

To the institution and the officials governing, then: Be sure, first of all, that you want a correspondence supervisor (we choose this title for sake of convenience). Don't take one on because "other firms our size all over the country have 'em." Canvass your individual situation thoroughly. Read over a hundred or so of the letters which are sent out each week as representatives of your institution. Decide whether they are *fitting* representatives. The chances are that after you have read fifty you will send out an S. O. S. for a doctor.

Having decided to engage your man or to appoint to this work someone already in your employ, make sure of his qualification. This business of bettering letters is the hardest kind of educational work. It is a peculiar and sometimes discouraging fact that while the average man is willing enough to accept suggestions concerning any other portion of his work—just tamper with his letters, children of his brain he likes to call them, and you'll see fur fly. A lioness suckling her young is a bottle-calf in comparison. The danger in this connection lies in the lifelong antagonism toward which the idea of better letters, which can easily be engendered.

When your correspondence supervisor is definitely appointed turn him loose with absolute authority in his sphere—then back him up as genuinely and as enthusiastically as you back the home team when it gets in the world series. If his services are good for one man in your employ, they are good for every man. Exemptions are bunk. Because a man "has been with the company many years, is a valuable man, but touchy," is no valid excuse. The chances are his letters mirror his touchiness, and a little doctoring will do them a world of good.

Finally, don't expect results too quickly. Remember that Rome and the other departments of your business were not built in a day.

*-and September
steps in
with a*

41% Gain

*over
1919 in
advertising*

The
Delineator

FOREIGN TRADE—AN IMPOTA

El Automovil Americano Becomes a Monthly

COMMENCING with the issue of October 1, 1920, El Automovil Americano, the automotive export publication of the Class Journal Company, will be changed from a quarterly publication to a monthly. It will appear the first of each month.

Since its inception in October, 1916, El Automovil Americano, has circulated among the distributors and dealers of automotive apparatus in twenty-five nations speaking Spanish and Portuguese. This group of nations includes all of the countries of South America, Central America, most of the West Indies, Philippine Islands, Spain, Portugal and Portuguese possessions in Africa.

In its monthly form, El Automovil Americano will, each issue, carry out the policy it has followed during the four years of its life, namely, carrying a complete message of the American industry to the distributors and dealers of these countries.

This is an automotive message, including descriptions of all new apparatus, such as cars, trucks, tractors, motorcycles, motorboats, houselighting, tires, and all accessories.

This message includes propaganda articles on road construction in these countries, articles dealing with production in American factories; the fuel situation; battery service

THE CLASS JOURNAL

U. P. C. BUILDING, 239 WEST 9th

IMPORTANT ANNOUNCEMENT

instruction; electric equipment information; important news of the industry; in fact, each issue has been a straightforward, plainly told, unvarnished story of our industry to the merchandiser selling the product in these countries. Each issue has been the straight line of foreign trade, the message direct from manufacturer to merchandiser.

The transition from a quarterly to a monthly has been made in response to persistent and industry-wide requests. The four issues which served during war days when shipping facilities were disrupted no longer satisfy.

Our automotive manufacturers have for months been demanding a monthly. Their increased export business has made it necessary to have a monthly publication in order to properly carry out their selling plans.

Latin-American and Spanish-speaking countries are today our logical trade outlets. Foreign exchange is most favorable. They are predominately agricultural in character. They are not manufacturing nations as are the Europeans. As the agricultural areas of the United States have become the great absorbers of motor apparatus, so will the great agricultural areas of Latin-American countries be the great purchasers of all forms of our products.

As a monthly *El Automovil Americano* will expand the service it offers to manufacturers. Its translation facilities are being expanded. Its research activities are being broadened in proportion with its increased activities.

JOHN J. COMPANY
WEST 9th STREET, NEW YORK



Big Men and MOTOR



HUDSON MOTOR CAR COMPANY
DETROIT, MICH., U.S.A.

May 29, 1920.

Walter
119 West 104th Street,
New York City.

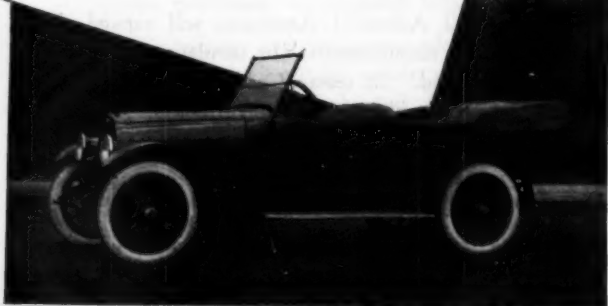
Gentlemen:

I have always liked "Motor" not only
for its attractive make-up, but for the pro-
gressive way it has handled the wonderful
development of the motor car.

Very truly yours,

Roy D. Chapin
President.

RDC:SLB



Honest Advertising Won't Sell Dishonest Goods

Eastman Kodak Company, Goodyear Tire & Rubber Co., Columbia Graphophone Company, and Others, Reply to Government Official Who Had Been Informed That "Honest Advertising Will Not Sell Goods"

By Albert E. Haase

AN executive of an advertising agency had occasion to visit an official of the Bureau of Chemistry, United States Agricultural Department, about two months ago. He sought the official's approval of certain advertising copy which was to be placed in Washington newspapers. But the official visited would not grant the approval, for he believed that the advertising was dishonest.

The agency man endeavored to convince the bureau official that a successful business could not be conducted on an "honest" advertising basis.

His argument finally culminated in the statement: "Doctor, honest advertising won't sell goods."

This statement bewildered the bureau official. He had a feeling that the statement must be as contrary to all the rules of successful advertising as it was irreconcilable with all his ideas of good business and standards of justice for and fair dealing with the public. He advised the advertising man that if he was desirous of converting him to that idea that he had a long and hard road to travel. The Bureau official was not of mind that allows only one side to have his attention. He was determined that he should hear what others who were engaged in advertising work had to say on honesty in advertising.

He immediately set forth his desire, and the perplexing experience which had caused that desire, in a letter to the National Vigilance Committee of the Associated Advertising Clubs of the World. He wanted evidence, free from abstraction, that would prove that honest advertising pays.

The secretary of the Vigilance Committee, H. J. Kenner, made

the doctor's request known to a number of selected advertising men. These men, Mr. Kenner believed, would feel that the fundamental law of advertising—truth—was of such great importance that they would consider it incumbent upon themselves to detail their experience on this question. The doctor soon began to receive an avalanche of letters—letters that contained descriptions of the experiences of advertisers, of the advertising agencies, of advertising mediums, and of printers.

He heard from advertisers such as the Eastman Kodak Company, the Page-Detroit Motor Car Company, the Columbia Graphophone Company, and the Goodyear Tire & Rubber Company.

L. B. Jones, advertising manager of the Eastman Kodak Company, wrote:

"With me it's a conviction that honest advertising is the only kind of advertising that will continuously and successfully sell goods. It is possible that the quack medicine field is an exception to this, as dishonest advertising would probably best fit in with dishonest goods. And, personally—and I know of very many advertising men that will agree with me—it is my belief that under-statement rather than over-statement is most effective in advertising.

"In our own publicity, we refrain from comparing our goods with other people's goods, and especially refrain from saying anything is 'best.'"

H. C. Dart, advertising manager of the Paige-Detroit Motor Car Company, said to the bureau official:

"I would like to get a good look at the advertising man who made such a statement as that, and I

would like to know something about his past history. I would then like to put him out of his misery and have him mounted for exhibition purposes in the Smithsonian Institute.

"I would like to ask this gentleman how he would feel toward his tailor if this man promised to make him an all-wool suit of clothes for \$125, and then delivered to him a suit made out of cotton cloth.

"I would like to get his honest opinion of the butcher who sold him a guaranteed spring chicken, and then worked off a rooster which emerged from the shell about the time that Bill Bryan could have done a turn with the Sutherland Sisters.

"I would like to bring the gentleman to Detroit and have him visit some of the big merchants here who have advertised both honestly and dishonestly, and have them recite to him the advantages they have found accruing from honest advertising, as well as to go over with him certain tables of figures which prove to their satisfaction at least that honesty is the best policy.

"I would like to have him chat with a certain wholesale jewelry merchant here who started out with the firm conviction that honest advertising wouldn't sell goods, and who about ninety days ago settled with his creditors for about thirty cents on the dollar after having run through a considerable fortune left him by his father.

"I would like to have him discuss with the newspapers of this city, who have given considerable attention to the matter of honesty in advertising, and ask them to show him the list of notoriously dishonest advertisers who have gone out of business in Detroit in the past ten years simply because the public refused to believe anything they said in the paper.

"I would like to ask him whether the liar or the honest man is the most successful in the long run, even if he is not an advertiser.

"As a matter of fact, such a

statement as that 'Honest advertising won't sell goods' is so utterly asinine that it should not be given serious consideration."

G. W. Hopkins, general sales manager of the Columbia Graphophone Company, gave this information:

"Arguments that 'Honest Advertising Won't Sell Goods' is simply the argument of a charlatan and one who is trying to put over a product that is as false as his advertisement.

"It may be true that dishonest advertising will create a demand for a product temporarily, the same as you can sell a beautiful package of sawdust marked 'breakfast food once; the repeat business, however, will not amount to anything. The same is true of dishonest advertising; it may sell the first order, but after the first order, when people can compare the product with the advertising, the answer is no sale. Any man who fights truth in advertising is fighting the inevitable."

WHAT THE GOODYEAR TIRE & RUBBER CO. SAID

The opinion of the Goodyear Tire & Rubber Company was given by L. L. King, manager of its advertising department, who wrote:

"So far as the Goodyear Tire & Rubber Company is concerned, we believe implicitly in 'truth in advertising,' and we think it is so obvious that the thought suggested by this representative should not even be dignified by a reply.

"Does it pay to rob banks? Does it pay to commit murder? Does it pay in life to adopt a settled policy of misstatement in one's personal contacts? If it does, then this representative is also right that it pays to be untruthful in advertising."

For the advertising agency, the answer sent by Mr. W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, may be taken as a representative letter from that field. Mr. D'Arcy wrote:

"The man who contends that honest advertising won't sell



Announcing
FRANK GODWIN

Mr. Godwin as an
illustrator in the ad-
vertising and pub-
lishing fields is na-
tionally known to the
magazine readers
and advertisers of
America.

**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

Flatiron Building
NEW YORK

Monroe Building
CHICAGO

goods is either a knave or a fool. This is a strong indictment, but for the life of me I cannot see how anybody engaged in business would have the nerve to make such a statement. He might in self-defense offer to qualify his opinion. Of course, the only kind of advertising that would pay is truthful advertising, and the only kind of advertising that should be permitted is honest advertising."

THE STAND PUBLICATIONS TOOK

That the publications are exerting their influence for clean, honest advertising was a point made by publications whose owners feel that the success of the publication is directly affected by the sort of advertising it accepts.

The New York Times, through its business manager, Louis Wiley, wrote the bureau official:

"There is a relation between the careful advertising censorship of the New York Times, the great demands upon its space and the very satisfactory results obtained from advertisements in its columns. In this relation we think you have an unanswerable argument that honest advertising does sell goods and large quantities of goods."

Reuben H. Donnelley, of the Reuben H. Donnelley Corporation, and retiring president of the Associated Clubs, records the fact that publishers to-day require that their advertisers furnish proof of their advertising statements. Mr. Donnelley said:

"You have only to point to the thousands of honest and most successful firms in this country who can and do back up every statement which they make in their advertising. You might tell this particular agency to go through the advertising in *The Saturday Evening Post*, and if they can find any misstatements of fact, we believe all they will have to do is to let Mr. Curtis know about it to have it thrown out."

Mr. A. G. Newmyer, associate publisher of the New Orleans *Item*, writes:

"Insofar as we know, every line of copy in our columns will be

honest from the viewpoint of the consumer.

"Now everyone knows that a newspaper only grows in advertising patronage when it brings results to its customers, therefore, we unhesitatingly deduce that honest advertising does pay.

"Of course, you cannot take a crooked plan or a near-great product and put it over in truth, but certainly the service or merchandise that confesses that it must go into partnership with falsehood in order to succeed is better deposited among failures—from everybody's viewpoint.

"Honest advertising will not sell dishonest merchandise, but it will get better returns for legitimate propositions, more lasting and continuous patronage, than all the fly-by-night plans and wasteful adjectives ever used by schemers against fundamental facts."

The advice and the abundance of experience which these advertising men and others have poured forth for this Government official has brought back to him his old belief that only honest advertising will successfully sell honest goods. He now accepts the statement of the advertising agent who put him in a quandary with a qualifying adjective so that it reads, "Honest Advertising Will Not Sell Dishonest Goods."

Besides the proof that dishonest advertising fails to accomplish its purpose, which the National Vigilance Committee has directed to him, he has had actual proof that dishonest advertising has a hard course from the beginning when it seeks honest company; for the advertisement in question submitted to him by the agency man who first brought up the subject of "honesty" in advertising has not gained admittance into the columns of Washington newspapers.

J. W. Sheets Forms Agency

J. William Sheets, formerly with Strang & Prosser, advertising agents, has formed the J. Wm. Sheets Advertising Agency at Seattle. This agency is now preparing the copy for the Frank Waterhouse Company, that city.



GILBERT D. FALK

"Gil" Falk was Advertising Manager for the Spanish-American Publication La Hacienda before he joined my "family circle." That was a number of years ago.

I don't think there are many representatives in the Chicago Field who are more respected than Gilbert Falk, and I am "mighty" proud of this.

Laue Block

The Worcester Telegram

Worcester's First Newspaper.

First in advertising—

First in circulation—

Carries more advertising than any newspaper in New England.

During the first 6 months of this year the total advertising lineage was 5,433,981.

The total lineage in the next nearest Worcester paper was 3,804,923.



The Big Three.



The Big 3 of the English Provincial Press always make good on test campaigns. That is why their columns are so well patronised by national advertisers. They are the dominant morning papers for each of their areas—The Busy 3 of Old England. The Big Three are

**THE NORTHERN ECHO.
THE SHEFFIELD INDEPENDENT.
THE BIRMINGHAM GAZETTE.**

They carry more local drapery house advertising than any other paper in their respective districts. This is the best criterion a business man can have as to their publicity value.

Specimen current copies on request.

LONDON OFFICES
of THE BIG THREE
ARE _____

THE NEWSPAPER HOUSE,
169 & 170, FLEET ST.,
LONDON, E.C. 4.



The Busy Three.

The Busy Three of Old England are world renowned.

The **NORTH EAST COAST**, which includes those three great rivers, the Tyne, the Wear, and Tees, is famous for its huge Engineering and Shipbuilding yards.

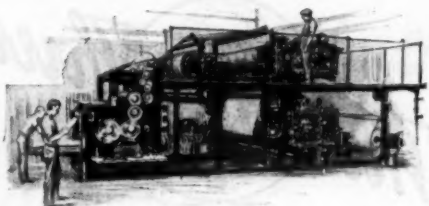
SHEFFIELD & DISTRICT includes South Yorkshire & North East Derbyshire, Rotherham, Barnsley, Doncaster, Chesterfield etc., and is known not only for its wonderful Cutlery and associated trades, but-Steelopolis -the home of the Steel industry, and the heart of the great Yorkshire Coalfields.

BIRMINGHAM AND THE MIDLANDS-The centre of a "Thousand trades"-from tin tacks to motors.

These three areas are the three busiest of all England, and they are covered by the Big 3-The Northern Echo, The Sheffield Independent, The Birmingham Gazette.

LONDON OFFICES
OF THE BIG THREE
ARE—

THE NEWSPAPER HOUSE,
160 & 170, FLEET ST.,
LONDON, E.C. 4.



Big Editions

SOME of our large Rotary Equipment will print, fold and cut 48 pages the size of the Ladies' Home Journal with perfect accuracy and high speed. The big magazine or catalog job is handled most economically by these "super-presses."

ISAAC GOLDMANN COMPANY

Printers Since 1876

80 Lafayette Street
New York City

Telephone
Franklin ~ 4320

Heading Off Trade-Mark Infringement by Advertising Its Penalties

The Plans That the B. V. D. Company, National Biscuit Company and Yale & Towne Manufacturing Company Are Using

Special Washington Correspondence

WHEN the B. V. D. Company issued, a short time ago, for circulation to the trade, its copy-righted booklet, "The High Cost of Faking," it fell in line for what is rapidly becoming the most popular method of advertising the penalties of trade-mark infringement. Admitting that there is no more salutary example for imitators and substitutors than that supplied by the bald recital of the punishment that has overtaken predecessors in the path, it nevertheless follows that certain responsibilities are involved in making any outcry of "Stop, thief!" This has been the more apparent since the Federal Trade Commission, in disciplining the Gartside Iron Rust Soap Company and other firms, has made it clear that it has little patience with advertising copy that deals in vague and indefinite terms with actual or prospective infringement suits.

The type of warning to possible commercial trespassers, of which the B. V. D. booklet is the latest and one of the best examples, has the advantage that it relies solely upon specific judicial declarations—in this instance a decree issued by a common pleas court in Pennsylvania in January, 1920. This particular mandate held especial incentive for promulgation to the retail trade because it forbade the use in advertisements, placards, etc., of corruptions of the well-known trade-mark—particularly expressions such as "B. V. D. Style," "Imitation B. V. D.," "B. V. D. Pattern" and "B. V. D. Like." Furthermore, the injunction allowed, extended to counterfeits of the slogan "Made For the Best Retail Trade" in the panel setting in which it appears in conjunction with the bona fide "B. V. D."

Many an advertiser, desirous, for the sake of example, of pro-

claiming the fate of poachers upon his trade-mark preserves, has realized that, theoretically, the trouble-proof way is to republish verbatim the court orders or notices of judgment. But as an objection to this plan there usually obtrudes the consideration that court orders make dry reading. Their cumbersome phraseology may repel the reader who, instinctively, is but mildly interested and there is always the risk that the real essence of the advertiser's message will be missed. The B. V. D. Company has, in its current publication, dodged this dilemma by printing in detail the court order and decree, but prefacing it with an interpretation of the practical application of the principles laid down. In it there has been arranged, in a manner calculated to catch the eye of the casual reader, the thirty-six expressions which the court has prohibited, since they convey to ultimate consumers the impression that "B. V. D." is a style, type of, synonym or generic term for athletic underwear, instead of a registered trade-mark.

In its latest addition to its trade literature, The B. V. D. Company mentions, incidentally, that in the last twelve years no less than twenty-seven decisions, orders and decrees have been obtained protecting the B. V. D. trade-mark from infringement, but this sixteen-page booklet concentrates on the Pennsylvania case.

THE NATIONAL BISCUIT METHOD

In contrast to this singleness of purpose is the policy of the National Biscuit Company, which, as exemplified in the latest edition of its "Trade-Mark Litigation," is to marshal an overwhelming array of opinions, orders, injunctions and decrees, covering not only trade-mark infringement, but those phases of unfair competition

which have to do with imitation of distinctive "dress of goods," etc.

The National Biscuit Company may lay claim, perhaps, to the most elaborate medium for advertising the penalties of trade-mark infringement. A cloth-bound volume of 233 pages, embellished with a large number of colored plates, is manifestly an expensive means of pointing a moral, but the circumstance that this compendium is now in its fifth or sixth edition would seem to attest a belief in value. More convincing, unquestionably, than pages of specification are the color plates in the National Biscuit Company's "red book," which reproduce in deadly parallel the original and genuine "Inner Seal" packages and the competitive wrappers and containers that have been caught sailing under false colors.

The Yale & Towne Manufacturing Company is another national advertiser that believes in a recital of the punishment visited upon violators of the trade-mark statutes. Its "History of the Trade-Mark 'Yale,'" which has run through two editions, devotes fully half of its fifty pages to a concise chronicle of the adjudications and settlements that have been stipulated by the courts in the scores of cases where the name "Yale" has been taken in vain. A supplement has been issued by this advertiser giving the decisions and decrees of the courts in the adjudicated cases for the information of those who are interested.

A constructive element has been cleverly injected in the Yale & Towne booklet to balance the negative effect. It is set forth, in a foreword, that so many cases have developed from time to time involving encroachment upon the firm's legal rights in trade-marks, catalogue numbers, and distinctive designs and of the origin of Yale & Towne products that it has been deemed expedient to issue a record of cases in which the advertiser's rights have been sustained and confirmed either by

adjudication, by default or by confession. The purpose of publication is, however, one of enlightenment as well as of warning.

EXPORT FIELDS DEMAND ATTENTION

American advertisers are being called upon, as their export activities expand, to find means to proclaim the penalties of trade-mark infringement to tradesmen overseas as well as to competitors and distributors in the domestic market. The Miller Lock Company of Philadelphia was recently confronted with an unusual obligation of this kind. After years of trade-mark simulation by a Japanese competitor, which had resulted in serious inroads upon Oriental demand and threatened to extend its blight to the Canadian market, the Miller Company finally secured from the Supreme Court of Japan a sweeping decision upholding its trade-mark rights not only in the name "Miller," but likewise in the distinctive scroll on which that name is displayed and which had been borrowed by the Crown Lock Company of Tokyo, albeit the latter supplanted the name "Miller" on the scroll with "Crown." Inasmuch as the Japanese counterfeits had entered into competition with Miller padlocks in China, India, Australia and South America it was desirable to give the widest possible publicity to the action by the Supreme Court of Japan. The Miller Company has accomplished this by a cosmopolitan broadside, a large edition of which has been printed. This carries a reproduction of the decision, in Japanese characters, an English translation, a digest interpreting the significance of the court decree, and French and Spanish translations of the last-mentioned article. The strategy of the Miller Company in making publication in this somewhat unusual form is revealed in a footnote which points out that the Japanese text and translations are presented in a form "adapted to public display in consular and other offices."

Detroit Deserves Your First Consideration

IN a brief ten years Detroit climbed from ninth among the cities of the United States to **FOURTH**—an almost unparalleled feat. Consider what lies behind this achievement. Detroit reached its present rank not because the cities which it superseded lost population, but because its rate of increase was phenomenal.

¶In ten years Detroit added more residents than Chicago, Philadelphia, Cleveland, St. Louis, Boston, or, in fact, any other city but New York. Detroit more than doubled itself with a growth of 113%, while New York's growth was but 17.8%, Chicago 23.6%, Philadelphia 17.7%, Cleveland 42.1%, St. Louis 12.5% and Boston 11.1%.

¶Detroit's population increase is mainly composed of people who had the enterprise to come in search of the opportunities Detroit offers. Such people are optimistic people—they are responsive to advertising.

¶Remember these facts and give Detroit the place to which it is entitled in your autumn campaign schedule. Remember, too, that The Detroit News has more city circulation than the number of local English speaking homes. While Detroit doubled in population the News' city circulation increased 160% daily and 240% Sunday.

*A Wonderful City
Covered With Wonderful Thoroughness
By One Newspaper*





Your Dealer Literature

If it's going to be of any real value, to you or the dealer—he must read it.

Dealer literature is pretty sure to catch the dealer's eye and win his attention, when it's well gotten up, and the subject-matter is attractively displayed on a clean, crisp stock.

A mighty satisfactory paper, at a price that will interest you, is Hammermill Cover. For samples, showing variety of color and finishes, address Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

Sells the Idea of Sewers by Telling People of Their Need

Broad Campaign of the Clay Products Association Is Addressed to the Public and More Directly to Plumbers, Doctors, City Engineers, Etc.

A SEWER to most people is an unlovely sort of thing running along under the ground—something they don't like to think or talk about. This is one of the main reasons why sewers are being advertised to the better grade of people right now in an extensive campaign put on by the Clay Products Association. The association believes people ought to know more about sewers—extremely important knowledge, when you come to think of it.

This unique publicity effort brings out forcefully the fact that it is good and practical business sometimes to advertise to one class of people so that another class may be reached.

To illustrate:

In Kansas City, according to figures obtained by the Clay Products Association, there are about 20,000 houses with no sewer connections. The people living in these houses are of the complacent type who may imagine sewers are no good anyway, and perhaps have never even heard of them. Their landlords, for reasons best known to themselves, do not care to go to the expense of hooking up the houses with the city sewerage system. How they are going to get by with it is another question. But when one whose thoughts habitually dwell on more pleasant things than sewers is led to consider these facts, he sees how important they are from the standpoint of the community as a whole.

Such situations as this are combated by the Clay Products Association in advertisements such as one running in the June periodicals entitled "Regular Boys and Girls, That's All—Look At Them."

The advertisement asks such leading questions as whether the reader's town has a decent sewer system and whether it reaches the

home of the janitor, the laundress, the milkman, the grocer, the next-door neighbor. It tries to make people believe that it is some of their business to interest themselves to the extent of seeing that children who play with their children have bathrooms and sewers to their homes.

"The field for this kind of advertising," said Benjamin Brooks, advertising manager of the Clay Products Association, "is unbelievably large. The queer part of it all is that so many of the laws of modern sanitation are broken to such an extent in cities. The laws are good enough in themselves, but they are not enforced. Then it would surprise you to know how many fairly good towns all over the country have absolutely no way to dispose of sewage. This means that the people cannot have modern bathrooms or even running water in the houses.

A MISDIRECTED FINGER OF SCORN

"I am reminded of the many criticisms made by our soldiers in France relative to the bad sanitary conditions in French towns caused by the lack of sewers. One returned soldier was making some such remark to me just a few days ago. I asked him if there was a sewer system in his town, and he admitted there wasn't. He came from a town of 5,000 inhabitants in North Dakota. No sewers, no city water, no sanitation. And yet he presumed to criticise the French.

"The excuse he gave was that the town was a new town. This is all the more reason why it should have sanitary conveniences.

"The fact that this North Dakota community does not have sewers is to be traced directly to the lack of knowledge on the part of the people. They do not realize how important a sewer is and

probably do not even think of it at all. This is a condition we aim to correct through our educational copy which is now running in various national mediums.

"The effect of the copy is naturally going to be pretty much indirect. The object is to get the people to thinking and talking about sanitation. This is practically an unknown subject to many because, as a general thing, the effects of bad or insufficient drainage are not apparent on the surface. If the alleys of a town are so filled up with rubbish that trucks cannot get in to deliver goods, the people may be expected to make an outcry. If a city's transportation system breaks down so that people cannot get home at night the city authorities will hear about it in a hurry. But sanitation is something that has to be brought forward in a forceful, educational way or people ordinarily will not think of it at all.

"Dirt, when you come to analyze it, is really misplaced matter. When you get it where it belongs it no longer is dirt in the commonly accepted sense. This is a fact we are bringing out in an effort to make the people think."

This need of education on a correct and sufficient basis was really the big reason behind the formation of the association, which is made up of sixty or more manufacturers of vitrified clay sewer pipe, vitrified clay culvert pipe and fire clay flue lining. The membership list is not yet complete, there being quite a number of outside manufacturers in this line who are eligible for admission. There are some, on the other hand, who could not get in because of lack of ability or inclination to standardize their products on the pattern set by the association.

"The need for such standardization," said Mr. Brooks, "is plain to be seen. The association advertises products having certain qualities. Manufacturers in this line are up against stiff competition. They have to compete with the brick makers, with the iron

pipe manufacturers and others. Necessarily their products must make good and must come absolutely up to the advertised specification. If one member falls down, the whole industry suffers in proportion. This in itself is sufficient reason for standardization of products, to say nothing of other sound business considerations.

"We are seeking new members. This is done largely by direct-mail methods in which we tell the manufacturer of the advantages he can gain through coming in with us. The association is growing. One concern, for example, came to-day, having first demonstrated to our satisfaction its ability to proceed along lines set by the association."

The financing plan of the Clay Products Association is such that the small manufacturer need not be deprived of its benefits. Each member contributes to the expenses of the association on a pro rata basis which is determined by his gross tonnage. The small manufacturer has exactly the same rights and privileges of membership as has the one who pays several times as much into the association's treasury. This plan is regarded as being the most equitable and fair to all concerned.

"If we had a flat rate for membership," explained Mr. Brooks, "and treated all alike in this particular, the smaller man would have reason for thinking that he was being obliged to help pay for some benefits that, as a matter of course, his larger competitor would share in more liberally because of his size. On the other hand, the larger manufacturer can well afford to pay the greater amount that comes from his increased tonnage, because it is to his advantage to have all high-grade producers together in the association."

THREE CLASSES OF PRODUCTS TO SELL

The association's advertising activities extend in three general directions, represented by the three leading products of the members, namely: Vitrified clay sewer pipe, vitrified clay culvert pipe and fire clay flue lining.

Items for the Socratic space-buyer's note book*



The MUNSEY Gauntlet

A recent philosopher asks: "What is it that the modern reader demands from those who write for him?" And he answers: "To be challenged, and again to be challenged, and evermore to be challenged."

If there is one single element that stands out conspicuously in MUNSEY'S MAGAZINE, it is the note of challenge. Of this, Mr. Munsey himself says:

"There is not an insincere note in its pages. If it scores anyone or anything, it does so because it believes it to be the right thing to do, and not for the purpose of sensationalism or circulation-building, or for any other ulterior purpose whatsoever."

Munsey's stimulates because it gives its readers the work of such contributors as: Arnold Bennett, Sir Gilbert Parker, Louis Joseph Vance, Ben Ames Williams, Brander Matthews, Clayton Hamilton, Richard Le Gallienne, Edward N. Hurley, Senator Lodge, Newton D. Baker, Walker D. Hines, Franklin K. Lane, His Eminence Cardinal Gibbons.

*It is said of Socrates that his reason was stronger than his instinct.

Important to Advertisers

A BIGGER and BETTER ALL-FICTION MAGAZINE

BEGINNING with the issues of July 24th, The Argosy and the All-Story Weekly will be consolidated under the title of

ARGOSY-ALLSTORY WEEKLY

This consolidated magazine will mean the best all-fiction magazine we, or any other house, have ever published. The best of The Argosy and the All-Story will be retained—the best authors—the best novels and stories—the best editorial talent.

The current serials and popular authors will be continued in the consolidated magazine, so that the readers of each of the combined magazines will be held by the one magazine under its new title, making it the

Largest Selling All-Fiction Magazine in America

With the saving in production costs that this consolidation makes possible, the price of 10c to the reader can be retained, an increase in advertising rates avoided, and a bigger and better magazine furnished the reader.

There is no change in the advertising rates or in the circulation upon which the present rates are based.

Member A. B. C. and All-Fiction Field

THE FRANK A. MUNSEY COMPANY

The sewer-pipe advertising is addressed largely to people in general, as has just been suggested. In addition to this effort to create public sentiment in behalf of adequate sanitation and to get people to thinking and talking on a subject about which they know little or nothing, there also are appeals directed to the physician, to the city engineer and to the plumber.

The doctors are approached in the various health journals. The usual plan here is to reproduce samples of the national advertising as showing the appeal that is being made to people in general and then to address some straightforward talk to the physician in language that he can best appreciate.

The city engineer is advertised to in the business press and by direct-mail methods. The association in approaching him bears in mind that usually he is the one who has the say as to whether a new sewer shall be built of concrete, of brick or of pipe. It usually is upon his recommendation that extensions and improvements are made.

The argument put forth to the engineer has to do with the durability and lasting qualities of sewer pipe as compared with other products.

There has long been a lively fight on between manufacturers of clay and iron sewer pipes to gain the good will of the plumber. This is because the plumber is the one who connects up the buildings with the city sewer system. Each tries to convince the plumber that its particular product is the best for this connecting-up process, both from a standpoint of performance and of profit for the plumber.

"One of the important advertising tasks of the association," said Mr. Brooks, "is to remove from the plumber's mind the mistaken idea that the makers of clay sewer pipe will not co-operate with him to the limit. We want to get for our members a much larger proportion of the business that comes from this connecting-up process. Through advertising ourselves to a point where we get the plumber's

good will we expect to gain additional business."

When it comes to the direct advertising of the sewer pipe as such, this is done mainly to the contractor. The dealer as a general thing handles sewer pipe only in the smaller sizes. When it comes to the actual purchase of pipe for sewer systems or extensions the contractor usually buys direct from the manufacturer. When, in response to this advertising, inquiries are received by the association, they are turned over to such members as may be in the district where the inquiry originates. The contractor then is written and referred to the various manufacturers for prices.

TOWN OFFICIALS AIMED AT

The association believes culvert pipe offers a most promising opportunity for intensive development. It has undertaken a campaign designed to show township officials, road overseers and contractors the practicability of clay pipe for this purpose and to show them how to use it so that it may have a fair opportunity to prove what it can do. An investigation has shown that in cases where clay culvert pipe has not given complete satisfaction the cause could be traced to faulty construction and use.

In this the clay pipe manufacturers are up against the same proposition that is worrying many another advertiser, particularly those in the machinery field. The modern idea is to make machinery simple in the extreme and as nearly fool proof as possible. When washing machines, vacuum cleaners, harvesters and automobiles do not give complete satisfaction the cause usually is to be traced to a lack of understanding of how to operate them. Manufacturers recognizing this are now giving more attention than ever to the important proposition of showing purchasers how to use the things they buy. The education first must be conferred upon the salesman. He educates the dealer, and then the dealer, if he is wise, passes along the information to the buyer.

The Clay Products Association is devoting much careful effort to showing road makers and others exactly how to use clay pipe for culverts. It has got out designs demonstrating the operation in detail. The association in this is showing not only some real advertising wisdom, but also courage. Any instance in which a manufacturer's product has not given complete satisfaction is an unpleasant thing to talk about, even though the product may be altogether worthy and the dissatisfaction has come from misuse. Experience has shown, however, that the only way to handle such a situation is to approach it boldly and say exactly what can be done by the product under the right kind of conditions. It is strange, viewing the matter from one standpoint, that so many advertisers fight shy of this kind of presentation. No reasonable person expects impossibilities of anything. Anybody of any vision can see that a clay culvert pipe must be so laid that it will not come directly in contact with traffic. The Clay Products Association declares that clay culvert pipe properly laid is better than any other. And to see that it is properly laid a forceful line of educational work has been started.

WILL INTEREST FIRE INSURANCE COMPANIES

In the advertising of the fire clay flue lining made by the various members of the association, emphasis is laid upon its ability to reduce fire loss. This naturally interests builders and fire insurance people. A considerable proportion of fires are caused through defective chimneys. The manufacturers of fire clay flue lining, in some direct-mail advertising matter sent to fire insurance companies, make the claim that this loss can be reduced at least twenty-five per cent through the use of the lining. The object of this is to induce insurance companies to charge a smaller premium for fire insurance when fire clay flue lining is used in constructing chimneys. This accom-

plished, a strong talking point in behalf of the product will be gained.

All the advertising is being done over the signature of the association. All inquiries of a general nature, such as those asking for additional information, requests from dealers for advertising assistance, and the like, are handled by the association. Then the names of the inquirers are sent to the manufacturers in the district where they originate. The association very properly goes on the theory that almost any letter represents a potential order, at least in an indirect way. Therefore the association members are encouraged to follow up the inquiries from the merchandising standpoint. An effort will be made in each case to "squeeze the letters dry," as suggested in a recent *PRINTERS' INK* article which said that many leads which could bring much profitable business were peacefully reposing in manufacturers' letter files.

The association will co-operate also in an advertising way with dealers in the various clay products. Proofs of all national advertising are sent to dealers. Individual help in preparing local advertising copy is provided for. General advertising counsel is given. Then the names of the dealers and an account of the help given are sent along to the manufacturers from whom the dealers buy.

France Will Lift Import Ban

The prohibition upon certain imports into France instituted by the decree of April 23 is about to be removed, excepting as it affects some articles essentially luxurious in character, according to the *Echo de Paris* of July 16. This action is to be taken, it says, because the decree is considered to have accomplished its purpose of bringing down exchange from its high point. With the abrogation of the decree the customs taxes on a number of articles will be raised, in keeping with the rise in prices.

The Director General of Customs told the newspaper that he did not believe the withdrawal measure, which probably will be approved at the next meeting, would have the effect of sending up the exchange rate again, in view of the fact that French exports continue to show a remarkable increase.

What you have to
sell to men and to
women in and near
St. Louis—

Can be sold in the great-
est volume, at the smallest
expense, and with the least
effort by advertising it
consistently in the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. ST. J. RICHARDS	GUY S. OSBORN	J. R. SCOLARO	R. J. BIDWELL
410 Tribune Bldg.	1302 Tribune Bldg.	701 Ford Bldg.	742 Market St
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1



ERWIN, WASEY & COMPANY
Advertising
 CHICAGO

The conservative policies of this organization are the result of long experience, and of a genuine desire to insure the client all possible returns from his investment in our work

St. Louis' Largest Daily

Co

Nati

C

sever
of th
tailer
fight

Be

ing

give

cutti

irred

go a

retai

that

ing

tors.

not

point

done

is th

way

good

Re

loud

jobb

But

ber,

canr

disti

volu

in a

poss

prod

Th

muc

tive

have

of

thre

have

gain

char

has

sam

cloth

O

ing

M.

a jo

ing

mak

Collective Buying Will Enable Retailers to Lower Prices

National Purchasing Organization Formed By 500 Furniture Dealers—
Believe That Standardization of Patterns Made Possible By
Quantity Purchases Will Lower Furniture Prices

By C. M. Harrison

COLLECTIVE buying has been advanced in **PRINTERS' INK** several times of late as being one of the things the independent retailer could utilize to help him fight the chain store.

Being a good storekeeper, buying and selling in a way that will give turnover a fair opportunity, cutting down the overhead to the irreducible minimum—these can go a long way toward helping the retailer keep his prices down so that he can be at least within hailing distance of his big competitors. But economical selling cannot do the thing alone. The weak point in all the preaching that is done to retailers along this line is that it does not point out the way for the retailer to own his goods at lower laid down cost.

Retailers, realizing this, demand loudly that the manufacturer and jobber give them lower prices. But the manufacturer and jobber, dealing with the individual, cannot do this. The producer and distributor must have not only volume, but must have the volume in a collective way that will make possible standardized quantity production.

The furniture dealer is giving much serious thought to collective buying. Furniture prices have done their full share of climbing during the last three or four years. People have grown to be confirmed bargain hunters in this class of merchandise, and the furniture dealer has been having his troubles the same as the men who sell sugar, clothing and shoes.

One big cause of this, according to observations made by the M. L. Nelson Furniture Company, a jobbing concern, was that buying conditions were such as to make production expensive. Out

of this idea has come the National Purchasing Organization, which will be comprised of 500 furniture retailers.

"Our customers," Glen E. Dewey, president of the Nelson company, said to **PRINTERS' INK**, "like those of every other jobber, called for lower prices. We found we could give them lower prices if they could be induced to buy on a basis that would enable us to produce in quantities along standardized lines.

"We saw the way clear in the formation of this purchasing organization. It will be operated very much along the same idea as that behind the Rexall drug stores. Each member will have the exclusive rights for his town and will be given the additional advantages of national and local advertising designed to sell the public on the idea of trade-marked furniture.

"To make this thing possible we had in the first place to reduce the cost of producing furniture. We met the need by segregation of manufacture. In other words, one of our factories will produce nothing but a standardized pattern of bedroom furniture. Another will do the same thing for dining-room equipment, another for living-room furnishings, another for kitchen cabinets and so on.

"Each factory will make only a single pattern of its particular line of goods. The machinery will all be set to produce that pattern; the purchase of the material necessary in its construction will be made on a quantity basis, and thus there will be a vast saving in time and material that will make possible the lower price.

"The saving of time is perhaps the most notable feature. The

services of skilled furniture workmen cost real money these days. Take this china closet, for instance. When it got to the finishing process the workman had to set his knives in a certain way to produce the pattern required. Perhaps that day there was only a limited quantity of the cabinets to be finished. It might, therefore, have taken six or seven hours to set the machinery to do only two or three hours' work. Now then, if machinery can remain at a standard adjustment and produce the same kind of pattern of furniture day in and day out, it stands to reason that the furniture can be sold for less money without the least detriment to the profit.

NO DISCONTINUED PATTERNS

"Another advantage of this method of manufacture is that it tends to do away with the discontinued pattern evil. A retailer, let us say, will stock several bedroom suits of a certain pattern. He may sell one or two complete. Then one woman will want a dresser out of a suit. He sells it. Another may want a dressing table, another a bed, and so on. The eventual outcome is that the retailer is left with several odd pieces. Often when attempting to order enough additional pieces to make the suits complete he finds that the pattern has been discontinued. The probable outcome is he may have to dispose of the odd pieces at a loss.

"Of course we do not mean to say that a retailer should make up his entire stock out of certain specified patterns. But he can come near enough to this to make the standardized stock the virtual backbone of his offerings and thus get the benefit of price."

The National Purchasing Organization plan outlined by Mr. Dewey is being capitalized upon by its retailer members in the advertising of quality and price. The trade-mark is made up mainly of the letters "Enpeo," which is a coined name derived from the phonetic spelling of the initials N. P. O.. The trade-mark is

painted on the display windows of the stores having membership, and is featured in the advertising.

The national advertising which is scheduled for fall will hammer definitely on quality and price as applied to Enpeo furniture stores. In this way it is hoped to make the trade-mark known nationally. The hook-up in a local way will be made through newspaper advertisements prepared under the direction of the national purchasing organizations.

In the local advertising much capital is made of the store's membership in the N. P. O. chain. The people are told that the local store through being associated with 499 other stores in the combined manufacture and sale of furniture can bring down the price of furniture to the user. The local advertisements are run under such headings as "This Store Joins the 'Enpeo' Chain," "From Our Own Factory," "What It Means When 500 Stores Buy Together," "Buying by the Train-load."

Individual advertising assistance and counsel will be at the disposal of any retailer in the association. But most of this, like the production of the furniture, will be on a standardized basis.

An interesting sidelight on the dealer help plan of this organization is that the members, while thoroughly sold on the buying and manufacturing advantages that were given them, did not make general and satisfactory use of the advertising material just as long as it was given them free.

"We read in PRINTERS' INK," H. J. Sanders, advertising manager said, "that the best way to handle electrotypes and mats is to change the dealer a nominal sum for them. This we did. We were not so much after the saving that we thus could effect, although this in itself is something worth considering. But we wanted the dealers to use the advertising matter. We find they are doing this in a much more satisfactory manner since they have been charged for some of the material."

USE DI
IDENT
ERS O

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

Wills
Dis
a

The Evening Star.

WITH MORNING EDITION

WASHINGTON, D. C. FRIDAY, FEBRUARY 19, 1920—TWENTY-ONE PAGES

USE DENIES "THREAT"
IDENT TO QUIT EUROPE;
ERS OPPOSE HIS PROGRAM

Wilson Note
Disapp
as to.

PAY RECLASSIFIERS
URGE EFFICIENCY
PLAN FOR CLERKS

New Note Suggests He Be
Sent to South East
Islands

INTERN EX-KAISER.
ALLIES NOW ASK
TO BE FILLED THIS
WEEK, IS INTIMATED

Editor, One of Four Men

LANSGING'S PLACE
TO BE FILLED THIS
WEEK, IS INTIMATED

Editor, One of Four Men

SENATOR JONES
TO RETAIN SEAT

Substitute for House's Bill
Gives World Power to
States in Treaty P. C.

YOU'LL be surprised what a direct influence advertising in Washington has upon the entire country.

THE STAR, covering Washington so completely as it does, becomes a very important factor in a national advertising campaign.

Let our Statistical Department digest conditions here for your information.

The Evening Star.

WITH MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

The World

The High Cost of Laziness

An adequate advertising appropriation is sometimes a bit of a boomerang.

"We've a proven product and plenty of money, and we can't fail," says Mr. Manufacturer. "We're going after the consumer, and going after him right.

"Bring on the copy and the list, and let's fix up a schedule."

"STOP. If it's NEW YORK you're about to invade, you've forgotten something.

SELL THE DEALER FIRST

"Sell the dealer first—or it'll cost you a pretty penny."

Three months ago we said all this to a successful manufacturer—but didn't get it over. In May he spent \$7,000 in New York newspapers; in June \$9,000.

AT LAST—on July first he decided to work up a little dealer co-operation, in the hope that the \$20,000 appropriated for July may sell more goods than the \$16,000 that preceded it.

It will.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

The One Appeal in Ide Collar Advertising

Style, or Becomingness, Is Sold, and Incidentally the Product

By Ira Fleming

Marketing Manager, Geo. P. Ide & Co.

IN advertising Ide collars we are trying to take advantage of that characteristic of human nature which instinctively makes everyone want to be at his best.

Briefly, let's consider the psychology of this motive. You know we not only want to see others, but we want to be seen and noticed by them. It seems to be perfectly natural that we should have a great deal of regard for the manner in which we appear in the minds of others. 'Twas always thus.

The small boy tries to "show off" in the presence of young girls. Just why, it would be hard to explain; nevertheless, you know that it is a fact. When he grows older he attempts to be at his best before the young lady. He cannot tell you why, but you know that he does it just the same.

Now grown-ups are affected in precisely the same manner as the small boy and the young man. Of course we try to make ourselves think we consult our own preferences—maybe some of us do—but the vast majority seem compelled to strive for those things which will make them rise in the estimation of others; and whether it be motor cars, houses or wearing apparel, we select those things which are approved by those whose favorable opinion we covet.

If a particular style of collar or shirt has been pronounced the proper thing by a class of men whose esteem we prize, that is a compelling argument when we go to make our purchases.

That thought is kept foremost in planning Ide advertising. We associate Ide collars and shirts with refined people and high-class surroundings. We endeavor to inject tone and atmosphere.

For instance, one of our recent street-car cards contained an illustration of a prosperous-looking young banker. We don't tell you

in the advertisement that Ide collars are the preference of the highly successful business type of men, and that by dressing likewise you can be brought into high favor in the eyes of your own acquaintances. We let you draw your own inferences. Subtlety, shall we call it? We don't recall who it was, but someone has said that the secret in advertising was "to say a lot in a few words, to say it cleverly, and to leave the impression of a lot more, just as good, unsaid." We heartily subscribe to that thought and believe that often the things we leave unsaid are the most interesting and effective. For this reason the best advertising is frequently indirect. It tells you about one thing to set you thinking about another.

But getting back to the street-car advertisement: to make the point a little more vivid; suppose that instead of portraying the successful business type of man we had shown an Ide collar around the neck of a bartender or prize fighter. The effect would undoubtedly have been to make the average reader despise our merchandise no matter how much merit it possessed. The collar might be all right, but the association would be fatal.

FASHION COUNTS IN SELLING COLLARS

Fashion or style is certainly the one big thing in selling collars just as it is with most other kinds of wearing apparel.

Now the most effective kind of an illustration to convince you of the merits of Ide products, and the same thing must certainly be true of other wearing apparel, is not necessarily that which portrays the article advertised in all its details.

Take shirts, for example; one way would be to dress a garment

on a form, or show it on a live model and then have it photographed or a drawing made, being careful to bring out clearly every stripe and other construction feature. That would be the direct method, and so far as faithful

the offset process—just as high class and beautiful as is possible in the printing art. We are constantly receiving requests from the best art schools of the country for samples of our cards and posters to be used in their class-



ONE OF A STREET-CAR SERIES THAT HAS BEEN HIGHLY PRAISED

reproduction of the merchandise is concerned, could not be improved upon.

But you see what we really have to sell you is Style or Fashion or Becomingness. At least that is the first thing which we must get over to you. And so in our advertising we endeavor to use illustrations which in every detail are the very essence of style, and in which our own merchandise may sometimes seem only incidental—at all events not unduly accentuated. You just know that the shirts or the collars must be all right else the type of men we portray would not be wearing them—that is the way we try to make you feel.

ADVERTISEMENTS THAT HAVE PICTURES OF GIRLS ARE POPULAR

Many of our collar advertisements, especially our street-car cards, posters and dealers' window display cards, contain pictures of girls as well as men. Advertisements so illustrated are always popular.

It is our ceaseless aim to have our cards and posters represent the last word in lithography and

rooms. And it seems almost impossible for us to produce cards and posters enough to take care of the never-ending calls of our dealers. There seems to be hardly a merchant handling our product who is not glad to put our advertising matter in his windows, as well as in prominent spaces inside the store. And among these dealers are many, many who rarely use advertising matter except that which is gotten up by themselves—all of which naturally makes us feel good, and points to the conclusion that dealers will use the advertising material furnished by manufacturers if it is *the right kind*.

Whenever we put out a new street-car card or poster we invariably receive a great many letters from the general public in regard to the advertisement—some of praise, others knocking; and still others asking if we won't please favor them with one of the cards. Sometimes it seems to us that there is a vast jury of critics just patiently waiting to see what our next effort will be like, and then to render their verdict to us. We hope so.

—Published in **SPRINGFIELD, MASS.**—

by G. & C. Merriam Company

The **MERRIAM-WEBSTER** **DICTIONARIES**

The **New International** is the latest and best of a long family of unabridged Websters, each the recognized authority in its time. It is the standard of the *Federal and State Supreme Courts*. Standard of the *Government Printing Office*. Used as standard by over 99% of the *Newspapers*. *400,000 words, 2,700 pages, 6,000 illustrations*. Type matter equivalent to a 15 volume encyclopedia.



SPRINGFIELD

The *Third City* in Massachusetts
in Population

Cover Springfield and its rich suburban territory with The

Springfield Republican and The Daily News

Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co.,

Foreign Marbridge Bldg., New York
Representatives Lytton Bldg., Chicago



Day or Night

THE courtesy of the "Ship News Office" of the New York Evening Post is extended to those seeking information on Passenger, Freight or Sailing vessels.

In assuming the maintenance of this Information Bureau, the Evening Post claims no credit for its origination. The story back of it is interesting.

Upward of 14 years ago, James Gordon Bennett established the old "Herald Ship News Office and Information Bureau" at the foot of Whitehall Street.

This served a dual purpose—the collection of Ship News in which the Herald specialized, and a Bureau of Information where any one could obtain without charge the latest reports.

The office kept in touch with all those varied sources of information that are open to newspapers, and afforded a point of contact, available day or night, where information on any line or boat could be obtained.

About April 27th, 1920, it was decided to discontinue the old Herald Ship News Office and the Information Bureau that went with it.

Believing this to be both a public service worth continuing and a valuable news gathering point, the New York Evening Post immediately "took on" both building and employees.

So—the Ship News Office did not close and there was no suspension of service. The same employees, familiar through years of training with ships and shipping, will answer upon call, as in the years gone by.

The "Ship News Office and Information Bureau" of the New York Evening Post is at your service, and the latest available reports on passenger, freight and sailing vessels can be obtained by telephoning Broad 830, 831 or 832.

Nationalization Doesn't Prevent Strikes

The Noisy Minority in the Labor Movement Would Never Be Satisfied

By Harry Dubery

Labor Director, National Alliance of Employers and Employed

[EDITORIAL NOTE:—The outlaw railroad, printing and other strikes, where the saner elements in organized labor have stood with the public and progressive employers against radical demands and acts, have made differentiation between radical labor and sane leaders more important than ever before. The Director of England's famous Alliance of Employers and Employed has here set down some facts of interest to both labor and management in this country.]

THE enthusiastic young trade unionist, when expounding his class war theories, invariably draws a picture of the employing class, usually described as the capitalists, as a solid phalanx united to destroy the independence of the worker and reduce him to a condition of wage slavery.

On the other hand, one constantly meets the type of employer who, while exceptionally well educated and of quite remarkable business aptitude, has almost precisely the same view regarding the serried ranks of labor as is outlined in the preceding paragraph, applied instead to the employee class.

People who have made an intimate study of the industrial situation in this country are well aware that both points of view are largely exaggerated and that an intimate acquaintance with either side shows quite clearly that sectionalism, jealousies, cross-currents, personal ambitions, prevent, on both sides, anything like the unity which is imagined to be there.

Trade unionism was never faced with so many difficulties as the difficulties which at present exist, due to the activities of those keen members who allege they are real friends of the trade unionist, and who argue with conviction that if only their advice was taken the emancipation

of the worker would be easily achieved. Unfortunately, many of this same school are convinced that the people who really stand in the way of development of their own theories are the trade union leaders themselves, and, consequently, no language is too strong, no method too unfair, no means too despicable, if they can be used advantageously to dislodge these tried and trusted leaders from the offices that they hold in the labor and trade union movement.

Said Mr. William Graham, Labor M. P. for Central Edinburgh, recently: "This Parliament was hardly elected before the vendetta against all reasonable labor representatives was commenced. All movements have their extremists, but labor has suffered more than most. Even its advanced members, men and women who have made the greatest public and private sacrifice, have been persecuted by a noisy minority, even howled down on labor platforms, and have had to submit to the dictation of a group frankly despised by the trade unions and opposed by all who believe in the ordered progress of the people."

At a recent co-operative dinner we heard Mr. J. H. Thomas say that, far from endeavoring in these days to be a strike leader, such was the spirit of certain sections of the rank and file that a great deal of his work consisted in acting the part of fireman, turning on the hose in an endeavor to quench the demands of the fiery spirits.

This particular type of extremist argues as if the preaching of internationalism obviated the necessity of developing a national patriotic spirit. It is quite proper

to talk about the starving people in Austria, to plead for consideration of the Russian Soviet system of government, to suggest that the Turk is being hard done by under the peace treaties, but when it comes down to affairs in England and ceases to be a question of talk but one of work, you find, for instance, that the operative builders, against the wishes of their trade union leaders, reject the proposal that they should work one hour more on four days a week in order to expedite the erection of houses for the members of their own class.

It is easy to explain the benefits of nationalization and the need for municipal control and even to argue how much this type of collective ownership will benefit the general public, but the fact that you are employed by a municipality and are working under the nearest approach to a system of common ownership that can be reached apparently does not prevent strikes against the municipality, as witnessed recently at Manchester, Huddersfield and Cardiff. Direct strikes against the community are in order, if something can be squeezed for the benefit of labor out of the necessities of the country.

REVOLT AGAINST LEADERS

We find even the leaders of the Independent Labor Party complaining of the action of these people. The treasurer of the Independent Labor Party, writing in the *Labour Leader*, stated: "There are in the Independent Labor Party a number of extremists who favor the adoption of a policy of trying to provoke a physical force revolution in this country," and if one really wishes to find the situation summed up, not against the capitalists as a class, not against the Coalition government, not against the profiteers or any other people who are supposed to be rare game for the working class exponent of revolution, but against the leading trade unionists of the country, it can be obtained in a recent

issue of an extremist paper, where it was stated: "Only the most execrable traitors to the working class can assure them that the social change can come peacefully, by gradual concessions and parliamentary reforms. Those individuals that make this statement are the most inveterate and dangerous enemies of the working class; and against them a most relentless fight can be waged."

TRADE UNIONS WELCOMED

The thing to be remembered is that, in these days, there is practically no feeling against trade unionism; the method of trade union organization, of presentation of a point of view, is welcomed throughout the length and breadth of the land by practically every employer of standing. That the workingman is entitled to a just return for his labor is in these days an axiom that is accepted without question by every section of the community; but the power of trade unionism has become so great that it is now the happy hunting ground of that type of extremist who really does not believe in trade unionism, but sees in it a medium by means of which he can achieve his purpose.

The men who want most protection, most help, in the country to-day are those educated and experienced leaders whom time has produced and placed at the head of the trade-union movement. Should these men, owing to the activities, the malignant work and organized abuse of certain sections of the rank and file, throw up the movement in disgust, then presumably the extremist will come to hold the reins of office. Should such an unfortunate series of events occur, while one would agree that this would be very bad for the country, it would in the long run also be exceedingly bad for trade unionism, and those interested in the national welfare could do worse than throw their weight on the side of the people keen to repair the rift in the lute by supporting the sane elements in trade unionism.

Six Months' Advertising Exceeds Previous Twelve

A NEW ACHIEVEMENT BY THE ST. LOUIS STAR

NINETEEN-NINETEEN was the biggest year in the advertising history of The St. Louis Star, yet in a number of important classifications a greater volume of business was printed during the **FIRST SIX MONTHS** of 1920 than during the **ENTIRE TWELVE MONTHS** of 1919.

Note These Striking Examples:

Shoe Advertising	First six months of 1920.....	71,108	Lines
	Entire year of 1919.....	54,472	"
	Excess.....	16,636	"
Men's Clothing	First six months of 1920.....	186,491	"
	Entire year of 1919.....	119,335	"
	Excess.....	67,156	"
Women's Clothing	First six months of 1920.....	671,845	"
	Entire year of 1919.....	461,068	"
	Excess.....	190,777	"
Automobiles	First six months of 1920.....	120,031	"
	Entire year of 1919.....	88,609	"
	Excess.....	31,422	"

Department Store Advertising

In the first six months of 1920, The Star has published in excess of 92% as much Department Store advertising as in the entire year of 1919. The measurements for 1919 totaled 1,679,625 lines, and for the first six months of 1920, the total was 1,550,637.

Again we say—No St. Louis advertising list is complete unless it includes, at the TOP, The St. Louis Star

Don't Say "Paper"—Say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

Chicago

Philadelphia

New York

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods, from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.

NEW YORK CITY



Th
Carton

THE
fu
haired
Ohio
fumed
office.
would
work

The
a new
was a
ventiv
places
earned
to the
vertisi
much
tionall
spare
propos
ular b

The
a des
that v
tachm
so ma
some
beauti

The
they v
though
plain
merch
idea.
remen
pictur
jam t
ways
she u
made
puttin
troub
please
tion?

Eve
was c
great
On s
does
is son
own
itself
Des
shoul

The Value of the Illustrative Label

Carton Designs Might Just as Well Serve as Sales Agents, If They Are Designed to Tell a Story

By W. Livingston Larned

THEY made a great deal of fun of the little, sandy-haired man from the unimportant Ohio town as he fussed and fumed in the advertising agency office. But he had an idea, and he would not let go till it had been worked out his way.

The Ohio man had thought out a new attachment for lamps. He was a wholesale grocer, but inventive genius strikes in strange places. He took \$50,000 of hard-earned cash and turned it over to the men who understood advertising. He admitted it wasn't much to exploit a product nationally, but it was all he could spare without pulling some of the props out from under his "regular business."

The first thing he wanted was a design for the cardboard box that was to contain his patent attachment. They gave him what so many artists are prone to give, some highly ornate lettering and beautiful color schemes.

The little man admitted that they were pretty. But he sort of thought that if a label could explain or show or visualize the merchandise it was a mighty fine idea. Away back in his youth he remembered seeing a label that pictured the process of making jam tarts, and his mother had always bought that brand, because she used the label every time she made the tarts, and if it wasn't putting everybody to too much trouble, would the artist fellows please try again on his proposition?

Eventually that show-how label was designed, and it has been a great silent salesman ever since. On shelves or in showcases, it does the explaining while a clerk is somewhere else. It makes its own sales very often. It is, in itself, a professional demonstrator.

Designers of package labels should keep the possibilities of

this scheme in mind. For the practical design is apt to be a great deal better than the one that is purely ornamental, decorative, pleasing as to color. The line of least resistance is to make "fancy lettering," relieved by scrolls and dolled up with fantastic color.

It is encouraging, on the other hand, to see that the modern tendency in label designing is to keep things simple. They are even leaving out firm name, addresses and all the innumerable things that were once considered indispensable on the main or front display.

Sanispoons are a new member of the package family whose label design illustrates this point very nicely. These are sanitary one-time-use composition spoons that can be thrown away because they cost so little.

The label is born of the modern, cheerfully simple mood. This label, on the top of the box, bears only the name of the product and a poster picture of one of the spoons superimposed on a solid, dark background. The package is as clean and inviting as can be. The name can be read across a store; the white spoon attracts you at a glance. The customer sees what he is buying.

CAN LEND ATMOSPHERE

Just as general advertising requires a certain amount of atmosphere, the label design, to a limited degree, can be used for the same purpose. The American Chiclé Company recently used advertising displays showing its different brands of gum on a plate. There were perhaps ten packages showing labels. To a salesman's eyes one was pre-eminently the best.

This was the Adams California Fruit gum wrapper. It was all decked out in a sparkling, appetizing dress of pears, peaches,

bananas, grapes and pineapples. It made you hungry for the flavor of fruit before you ever made the purchase. Such designs as were mere lettering and ornament had no such effect upon eye or appetite.

An ingenious idea was conceived when the Safetee Corporation, the maker of a new shaving soap, settled upon a railroad safety signal, with its bright, vermilion wing, as a motif for the container. The red safety signal against the blue background provides a design that is distinctive and simple to a degree.

The Quaker Oats Company recently put out a new product, "Quaker Quakes." It was recognized that the trade-mark figure of the fine and hearty old Quaker was now known to the public. Therefore the package was made into a sort of wall-paper pattern of miniature Quakers, in various poses, printed on a background of bright orange.

When two colors are employed for the company's periodical advertising, the box is reproduced in its natural tints, while the remainder of the page is in plain black and white. This "Quakes" label is an example of the liberal spirit that seems to prevail. It is artistic, pictorial, a real ornament to the grocer's shelves.

Just why it is that more manufacturers have not used the label of the package as a miniature "advertisement" is not quite apparent. In stores, the country over the article stands in duplicate, inviting attention and comparison.

Despite this, labels have never seemed to come in for any great amount of serious study, consideration and planning. Many of them are quite nondescript.

THE OLD LABEL CAN BE REVISED

Fortunately, some firms are seeing the light and are bravely creating entirely new labels, in direct contradiction to the old belief that it is business suicide to tamper with a label once it has been used for any length of time.

If a thing is wrong it is wrong.

Better change and have it over with as speedily as possible. When Procter & Gamble first put out the new product, Ivory Soap Flakes, a carton design was used that, fashioned after labels on others lines, was rather complex. It was soon found expedient to simplify this design. The new package is much better and has the minimum amount of design and reading matter. The name is displayed in large type, while the trade-mark symbol is balanced just two lines beneath, in very small type. Place the two together and the wisdom of what was done becomes instantly obvious.

That the pictorial label is best, seems to be the conclusion of shopkeepers. When questioned as to what, in their opinion, is "the best package design," they almost invariably point to one that "tells a story." If the picture of the contents is on the cover, it makes it unnecessary for them to open boxes. This is particularly true of pens, pencils, pocket knives and similar articles.

An after-dinner mint candy has solved its problem by showing on the label a picture of the mints arranged artistically in a bon-bon dish. On every box, therefore, a sales suggestion is offered to the purchaser.

The line of labels on containers for the Williams talcs appeal to the dealer who wants the customer to do some of his own work in making a selection. There are six different types of talc, the majority of them of distinctive perfume, and the advertiser settles right down to first principles of salesmanship. The La Tosca label bears a wonderful red rose as the picture symbol, the English Lilac is sprayed with that flower, and so on. How much better than if a decorative designer had worked out an elaborate system of scrolls and fancy lettering.

Often this business of settling upon a label is done with too much haste. The part played by them is too important to be settled carelessly.

A
to us
He
and
them
seven
In
with

Ro
this
cities

DO
40



Read by Most of the Leading Plumbing and Heating Contractors

A representative of an Advertising Agency recently said to us, "prove it."

He took our subscription files, made a list of plumbing and heating contractors from R. G. Dun's and compared them. He did this in several cities which he picked from several states.

In Rome, N. Y., for instance, the following contractors with their credit and ratings were shown by Dun:

Name	Rating	Credit
* A	10 to 20,000	Good
* B	500 to 1,000	Limited
* C	10 to 20,000	Fair
* D	10 to 20,000	Good
* E	10 to 20,000	Good
F	5 to 10,000	Good
* G	5 to 10,000	Good

Those marked * subscribe to "Domestic Engineering."

Rome is only one city, but it is a fair example of what this man found. We invite you to make a similar test in cities you select.

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
407 South Dearborn St. CHICAGO

Member Audit Bureau of Circulations
Member Associated Business Paper, Inc.



International Advertising

WHAT one manufacturer said to another when asked about our service:

"The Kay organization have handled our advertising for about four years in foreign countries and have done some excellent work for us. At the time we gave them the business we decided, after a careful analysis of a number of foreign advertising concerns, that the Kay organization was the best in this country."

J. ROLAND KAY CO. Inc.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON: (Associate House)

TOKYO:

John Haddon & Co. (Est. 1814)

J. Roland Kay (Far East) Co.

PARIS:

SYDNEY:

Jégu, Haddon & Roland Kay

J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

Com

"I

as I
derm
have
busi
are

Th

—of

wag

a m

in s

Peop

neces

ries.

than

good

and

hat

a ne

simpl

say I

Th

mon

loans

Retai

good

thum

had

can a

the c

Tri

of pr

effici

tribut

They

centa

5 per

head

for

do a

5 per

£2,500

5 per

But i

the c

Selfridge Leads Price Reform in England

Committee Appointed by Parliament Reports Favorably on Policy of Fixing Retail Prices of Branded Articles

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

"I KNOW that tobacco is poison," said the octogenarian as he lit the pipe; "but it's a derved slow poison." High prices have had a hard time checking business on this side, but they are showing the effect at last.

There has been so much money—of a kind—in circulation, and wages are so plentiful that up to a month ago there was no trouble in selling goods, however dear. People who once could not afford necessities now indulge in luxuries. Wages have risen faster than prices, but prices made a good race for it. Overall parades and the boycott of the stovepipe hat did not go any further than a newspaper story. The people simply weren't having any, as we say here.

There has been no pressure on money through banks calling loans, and consequently no slump. Retailers not only are selling the goods, but they have made such thumping profits ever since they had anything to sell that they can afford to sit tight and watch the cat jump.

Tribunals set up to try cases of profiteering under a highly inefficient Act of Parliament contribute to the high cost of living. They think in nothing but percentages. A retailer who made 5 per cent after paying his overhead in 1914 and earned £1,000 for himself does not have to do a thing but budget for a net 5 per cent now in order to make £2,500. Nobody can pretend that 5 per cent is an exorbitant profit. But it means a lot of money to the customers.

SELFTRIDGE THE PIONEER

Selfridge & Co., Limited, have always used a high standard of

efficiency to reduce overhead and sell cheap. "London's Lowest Prices Always" is their slogan. Realizing that a good advertising point and some big space in the papers would give enough volume of sales to make a fresh hole in overhead, they came out with a bold series of full pages in all the London dailies and the chief provincial papers, announcing a general cut of 10 per cent in everything but groceries and 5 per cent there. Groceries were already so cheap at the Selfridge store that no one was surprised at this differentiation. The cuts are announced in standard copy in all the merchandising announcements following the full-page splurge.

It was announced, however, that "certain proprietary articles" were excepted from the cuts. This, of course, referred to price-protected specialties. And during the whole of the high-cost-of-living period, from first to last, retailers have charged full prices for protected lines. Most specialties have been raised in price. They cost no more to handle than before. But the protected profit is raised at the old per cent rate.

The price protection policy had its day of questioning when Parliament appointed a committee to inquire into and report the extent to which the principle of fixing a minimum retail price by manufacturers or associations prevails; what are its results, and whether the system is, in the interests of the public, desirable or otherwise.

The committee reported that protection prevents profiteering and retail witnesses informed it that there is more profit on unbranded goods, which anyone

Keeping Up With The Times

A FACT A WEEK

It is a noteworthy fact that while the selling price of the week-day issue of The Washington Times was recently increased to 3c a copy, it retained 98% of its former circulation. This remarkable record is believed to be without precedent in the annals of newspaperdom, especially in view of the fact that all other local daily newspapers remain at the 2c price.

Such loyalty on the part of a newspaper's reader following, fittingly illustrates the position of The Times in Washington.

The Washington Times

WASHINGTON, D. C.

can cut as he pleases, than on proprietaries which cannot be retailed below fixed prices. The committee reported:

"The evidence of the retailers, whose evidence we have taken, was generally to the effect that the margin of profit on goods for which retail prices are fixed is not so large as that which they would, on the average, obtain for uncontrolled goods. It is, we submit, clear that a manufacturer of a proprietary article, in fixing a margin of profit to the retailer, must determine a rate which (1) will afford the retailer a sufficient inducement to stock and push the sale of his product on a sound basis of trading, and (2) will not be so high as to deter the public from purchasing, or to induce them to look out for a substitute which will equally serve the purpose at a lower price. We are satisfied that these considerations will effectively check any tendency to profiteering on the part of the retailers in the case of such proprietary goods."

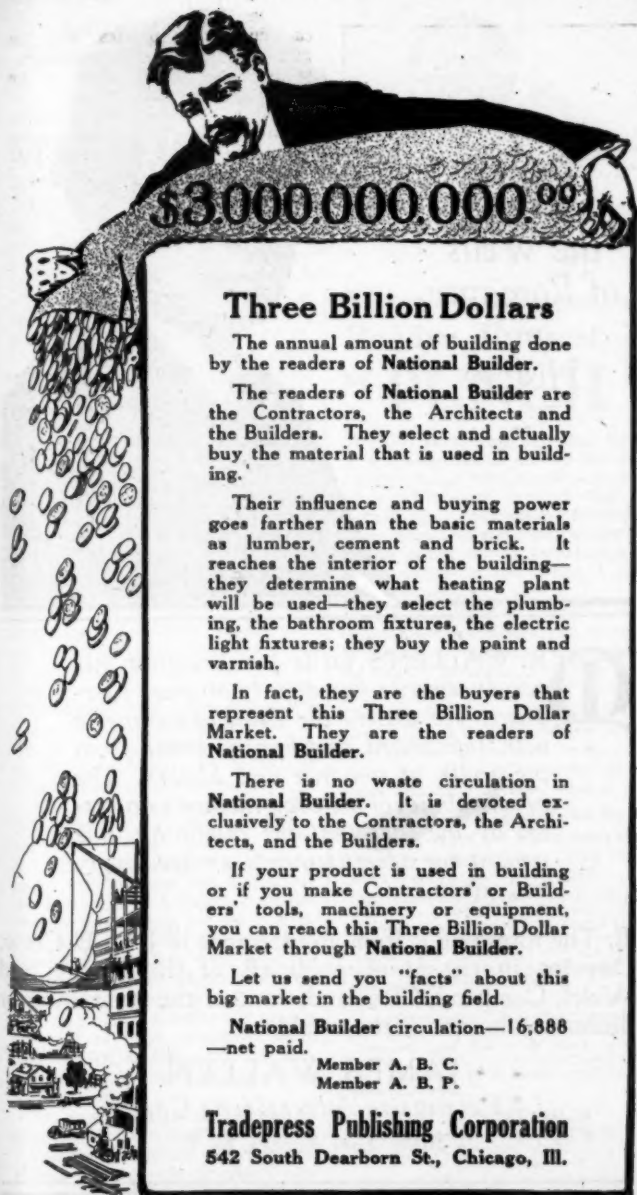
This is a victory for controlled prices.

Clothing Workers Demand Wage Increases

The garment workers in the Chicago district have demanded a flat increase of 33½ per cent over the present wage scale. The matter now is being considered by the joint arbitration board representing the manufacturers and employees. A clothing manufacturer tells PRINTERS' INK that the situation is regarded as critical because any increase would necessarily have to be reflected in a higher price for clothing. Clothing is already so high that retailers are showing a pronounced disposition not to buy. It is expected that the negotiations will continue for some little time, inasmuch as the conference is going into the whole clothing situation in some detail.

\$100,000 for Publicity to Promote Good Roads

The Missouri Good Roads Federation proposes to raise \$100,000 for a campaign which will endeavor to gain the voters' approval of a proposal to spend \$60,000,000 for good roads in that State. The measures calling for this \$60,000,000 expenditure will come before the voters in November.



Three Billion Dollars

The annual amount of building done by the readers of **National Builder**.

The readers of **National Builder** are the Contractors, the Architects and the Builders. They select and actually buy the material that is used in building.

Their influence and buying power goes farther than the basic materials as lumber, cement and brick. It reaches the interior of the building—they determine what heating plant will be used—they select the plumbing, the bathroom fixtures, the electric light fixtures; they buy the paint and varnish.

In fact, they are the buyers that represent this Three Billion Dollar Market. They are the readers of **National Builder**.

There is no waste circulation in **National Builder**. It is devoted exclusively to the Contractors, the Architects, and the Builders.

If your product is used in building or if you make Contractors' or Builders' tools, machinery or equipment, you can reach this Three Billion Dollar Market through **National Builder**.

Let us send you "facts" about this big market in the building field.

National Builder circulation—16,888
—net paid.

Member A. B. C.
Member A. B. P.

Tradepress Publishing Corporation
542 South Dearborn St., Chicago, Ill.

“
 From
 the Wells
 of Romance
 and
 History
 ”



“**W**R. WALLEN'S facile pen has given our advertisements the dignity of sheer literature. He waters the fields of commerce with refinement and beauty drawn from the wells of romance and history. The practicability of his copy method is attested by the fact that the public attitude toward our advertisements is increasingly responsive.”

C. The foregoing is from an utterance of John E. Crew, Director in charge of publicity, of the Sterling and Welch Company, Cleveland, - one of the great interior decoration houses of the world.

JAMES WALLEN
Persuasive Advertising Copy
 Study: East Aurora, N. Y.

Admiral Benson Addresses Advertising Men

MORE than 250 newspapers and periodical publishers and advertising and shipping men heard Admiral William S. Benson's appeal for publicity to help the Shipping Board carry out its plans of putting the American flag in every port of the world, at a luncheon given in honor of Admiral Benson by the Advertising Agencies Corporation in New York on July 14.

Admiral Benson urged his audience to fight vigorously what he called the widespread idea that the government should own and operate the merchant marine.

He assured those present that there would be no ridiculously low prices placed on ships by the Government, as this would discourage shipbuilding and destroy the facilities for filling gaps in the merchant fleet.

He spoke of the Jones bill—the shipping act of 1920, giving the Shipping Board wide powers and authorizing the building of a great commercial fleet for the United States—as one of the greatest constructive acts ever passed by Congress, and predicted that it would mark an historic milestone in the commercial and industrial development of the country.

This luncheon was given by the Advertising Agencies Corporation so that Admiral Benson might have the opportunity of explaining to advertising men the work that the United States Shipping Board desires advertising to do for it.

It will be recalled that previous articles in PRINTERS' INK have reported the desire of the Shipping Board for information from advertising men regarding the proper disposal of ships valued at more than \$3,000,000,000, and of surplus material valued at more than \$300,000,000.

An appropriation of \$50,000, as reported in PRINTERS' INK of July 1, has been made by the Shipping Board for a survey of advertising possibilities. This survey will be



More Evidence of Reader Interest in "PUNCH"

NOT very long ago the News Committee of one of the best equipped and maintained suburban Public Libraries decided that all periodicals previously displayed upon the tables and freely accessible to the public should be withdrawn, to an enclosure and obtained only on application.

A list of fifty-two Weeklies and Monthlies were chosen and were so withdrawn, specific application having to be made by readers for the use of a copy of any of them.

During the few weeks over which this arrangement was maintained 20,808 applications were made under this rule, and of the publications which were asked for at least once a day

"PUNCH" headed the list being asked for 125 times more than the next on the list, and 1,000 times more than the last on the list.

This fresh evidence of the wonderful Reader Interest in "PUNCH" will be welcome to advertisers who understand that it is because of the strong affection for, and great confidence in, "PUNCH" that the advertisements in "PUNCH" bring such handsome and profitable returns.

Advertisers should remember that this Library demand, which extends throughout the world, gives their advertisements thousands and thousands more readers than are charged for; the advertising rates for "PUNCH" being based upon the Net Sales each week.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bonverie Street
London, Eng.

"Punch" Office July 1, 1920



Is the He-Salesman in Your Direct Advertising?

*Does it stand out
head-and-shoulders
above the mass of
other literature your
prospect receives?*

You can direct from
your desk 5,000 or more
live, order-getting salesmen
at less than 8c per call.

You can pave the way
for your personal salesmen
and greatly increase their
selling efficiency.

You can materially
strengthen your entire
sales work with properly
planned, produced and
circulated Direct and
Supplementary Adver-
tising, as done by—



The House of Lightfoot

Metropolitan Tower-New York

made by the Advertising Agencies Corporation.

One of the first steps to be taken in the survey will be the listing and description of the property for sale by the Board. In making up this report the survey committee of the Advertising Agencies Corporation will utilize all the information now in the possession of the Board. The plans of the committee do not include a duplication of the work already accomplished by the Board. In making a study of the conditions affecting the merchant marine the special committee will have an expert in each of the large cities to make a report on the local situation.

The Intermediate Letter in Export Trade

There is always danger in any correspondence that the recipient feels to be an attack on his pocketbook, even though he may feel sure that the writer believes firmly that purchase will be followed by pleasing profit to the buyer.

The "intermediate letter," is best when it is a news letter, a letter which is built from friendship on the news of the day, a letter that establishes new contacts on points of common interest.

One good export manager passes along to his foreign customers all new ideas of proved merit which refer to such matters as store methods, price setting, display of goods, collection methods and retail selling plans.

Another good export manager sends with his letters marked copies of current trade magazines with articles of interest. His letters are usually short, but they always tell why the particular articles were marked, and always have a paragraph which leads naturally to a reply.

The "intermediate letter" in export trade is worth careful study as a means to the establishment of better acceptance of your entire correspondence.—*The World's Markets.*

Toronto Will Salvage Tin Cans

The city of Toronto, Ont., plans to buy metal compressing machines for the purpose of compressing into bundles all tin cans which are now thrown on city dumps. In addition to being a sanitary measure it is believed the compressors will provide a revenue in excess of the cost of operation.

New Account for Paul Nemeyer.

The Perfection Rubber Company, Cleveland, has placed its account with Paul Nemeyer & Co., of that city. A campaign to realizers, through trade papers, is being prepared.

PERSISTENCE

Persistence is the mother of "miracles." It is half of achievement. It cuts its way through by the very constancy of its attack. It knows no failure because it admits no failure. Without it, brain and brawn are unharnessed power. With it, they are irresistible. Persistence arrives because it keeps on going.

In advertising, persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom successful. Persistent appeal will place any good product on top.

The better this appeal the quicker success is attained.

Campbell-Ewald Company give to persistent advertising the quality needed to win success quickly.

CAMPBELL EWALD COMPANY
National Advertising



Vivacity In Posters

GEORGE ROMNEY was struggling to accomplish expression in place of a settled dullness pervading the subject for a portrait.

¶ Recalling that the gentleman was from the country, he mentioned hunting—"at the sound of which word a ray of animation sparkled in the eyes of the sitter, imparting vivacity to his countenance." ¶ ¶

¶ This vivacity which Romney thought so desirable an attribute of a portrait, is an absolute essential in a poster.

¶ The Commercial Poster Company of Cleveland makes posters that kindle desire and awaken purchasing proclivities thru their very humaness.

¶ The President of the Commercial Poster Company will personally respond to your request for suggestions ¶ ¶

The Commercial Poster Co

A. R. McCandlish, *President*:

6545 Carnegie Avenue
Cleveland O.

July

A
ing
BRoy
Lal
par
For
Me
Ad
Ta

PER
po
prop
of ad
right
vice-p
Engin
land,
there
pressi
many
their
sify b
ment
draw
count
Mr
tion c
men
lay a
fund,
pende
seem
adver
sugge
Mr. C
letter
Joseph
the V
tee of
tives.
has g
the C
ness
serve
payin
Mr.
man l
"It
durin
pressi
manu
vertis
pendi
nized
appro
for
crease

A Reserve Advertising Fund for Times of Business Depression

Roy G. Owens, Vice-President of Lakewood Engineering Company, in a Letter to Congressman Fordney Suggests That Business Men Be Allowed to Set Aside an Advertising Fund Free From Taxation in Times of Prosperity

PERMANENT business prosperity can only be insured by proper advertising, and that sort of advertising must be done in the right amount, Roy G. Owens, vice-president of The Lakewood Engineering Company, of Cleveland, Ohio, believes. Whenever there is a sign of business depression, Mr. Owens points out, many advertisers unwisely curtail their advertising and thus intensify business depression. The moment advertisers begin to withdraw from the newspapers the country begins to take alarm.

Mr. Owens feels that the situation can be remedied if business men in times of prosperity can lay aside a "reserve advertising fund," which fund can be expended whenever their earnings seem too small to justify heavy advertising expenditures. This suggestion has been outlined by Mr. Owens and incorporated in a letter which he has sent to Hon. Joseph W. Fordney, chairman of the Ways and Means Committee of the House of Representatives. The plan which Mr. Owens has given in that letter requests the Government to permit business men to accumulate a "reserve advertising fund" without paying taxation on it.

Mr. Owens's letter to Congressman Fordney follows:

"It is a well-known fact that during times of business depression it is the tendency of manufacturers to curtail their advertising appropriations and expenditures. It is also well recognized that this is the time when appropriations and expenditures for advertising should be increased.

"The progressive, wide-awake manufacturer is alive to the need of advertising to create a demand; he appropriates accordingly. In contrast, we have the manufacturer who only advertises when he has accumulated a large surplus as a result of abnormal demand, and feels that he can spend a few dollars for advertising his product. The latter manufacturer, when he scents a little deviation from "the big demand," immediately cuts his advertising appropriation. He virtually pulls his house down on top of him. If means can be found to promote advertising in such times, the reaction will be far less severe and the whole country will be immeasurably benefited.

FUND SHOULD NOT BE TAXED

"We believe that if provision were made whereby manufacturers could set up during times of so-called "good business" an account to be known as "Reserve Advertising Fund," which would be non-taxable and which could be drawn upon for advertising only during a recognized imminency of business depression, a great many manufacturers would take advantage of such condition, thereby minimizing the actual occurrence of a business depression."

The plan which Mr. Owens has put forth in this letter has gained the support of Richard H. Edmonds, editor of the *Manufacturers Record*. Mr. Edmonds, in a letter to Mr. Owens commenting on the wisdom which this plan reveals, said:

"Whenever business men begin to pull in their advertising they begin to lessen the spirit of optimism upon which business prosperity must be based. If gloom settles upon the land, and men begin to see that all of the great advertisers of the country are curtailing their advertising expenses, the pall deepens and pessimism takes the place of optimism. When this occurs we have to go through a long period of poverty and lack of employment until the reaction comes, when once more



Announcement

THE WORLD SALESMAN, a Monthly Journal of International Trade, has been purchased by Roderic C. Penfield and R. Kynett Penfield.

The magazine will be continued along the same lines of usefulness that have made it so much in demand in the past. Our spheres of activity, already extending to many of the remote parts of the world, will be still further enlarged.

Offices, including Publication, Editorial and Service Departments, will remain at Yokohama as heretofore. Its scope and usefulness will be thoroughly covered in these columns.

New York Office
182 West Fourth Street

the spirit of optimism can be revived; but it is slow work.

PRESENT BUSINESS ACTIVITY DUE LARGELY TO ADVERTISING

"The activity which has prevailed throughout America since the armistice is, to a very large extent, due to the superb advertising of the business people of the country. The armistice had scarcely been signed when there was a temporary spirit of reaction and pessimism in the thought of the people generally. They looked for months and possibly years of inactivity and lack of employment, but the Government immediately began a campaign urging business men to advertise heavily. It said that those who were not advertising should begin advertising, and that those who were advertising should increase their advertising space. It even advertised this broadly through the press. Within a few weeks there was created throughout the country a sense of responsibility of business men to create prosperity in the way the Government had suggested, and they began a great advertising campaign which proved to the nation that the power of advertising is almost without limit.* Men who had never advertised were astonished at the results of advertising, and men who had advertised in a small and perfunctory way were greatly impressed with the power of big, broad advertising, and found that every dollar wisely expended brought to themselves and to the country a great profit in the way of increased and universal prosperity.

"The suggestion which you have made to Congressman Fordney is one which, it seems to me, the Government could wisely afford to adopt, and I shall look with interest to see what reply he makes."

New Accounts for Canadian Agency

The Westco Pump Co., Ltd., Toronto, the Canadian branch of the Western Pump Co., Moline, Ill.; Ontario Cattle Breeders Association, and the Wm. Davies Co., pork packers, Toronto, who are placing a big campaign in the papers of Western Canada, have put their accounts in the hands of the James Fisher Co., Toronto.



Your Share of the Yield

You own a tree. But it happens to be largely in the care of some one else.

He nurses the tree and picks the fruit. Your share of the yield depends upon his training and ability.

You are concerned about your portion of that yield; you are, therefore, concerned about his care and skill.

You have a market, a place where your goods ought rightfully to be absorbed. But that market happens to be largely in the care of some one else, your dealer; and your share of the yield depends upon his training and ability.

Do you take sufficient interest in your market—your tree—to develop the man closest in touch with it?

"Dramatized Sales Helps" are an important factor in your share of the yield.

Complete information furnished upon request.

Bert L. White Company

Originators and Producers of
"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

Art Gravure Advertising

*Eight
Beautiful Pages
of Gravure*

The Syracuse Herald Not Only Covers Syracuse, but—

*Largest
Sunday
Circulation
in
New York
State
Outside of
New York
City
and
Buffalo*

also covers the thickly populated territory of Central New York. Syracuse—a City with over 171,000 population, located right in the heart of the Empire State, is at your disposal through THE SYRACUSE HERALD. Central New York, comprising over 200 industrial and Farming communities is yours, too, if you use THE SYRACUSE HERALD.

And, that's not all. The SYRACUSE SUNDAY HERALD, through its Art Gravure Section, can give you the combined advantage of newspaper and magazine advertising.

In placing your advertising for New York State—don't forget Syracuse and Central New York. And don't forget THE SYRACUSE HERALD, the largest Sunday newspaper in New York State, outside of the Borough of Manhattan, with the exception of one paper in Buffalo. Forms close 20 days in advance of publication.

SYRACUSE HERALD

(Members A B C)

SUNDAY 8c

DAILY 3c

Foreign Representatives
FRALICK & BATES, INC.

Tribune Bldg.,
New York, N. Y.

Heyworth Bldg.
Chicago, Ill.

Making a Company Known by Slogans

L. V. NICHOLAS OIL CO.
OMAHA, July 7, 1920.

Editor of PRINTERS' INK:

The use of slogans and catch phrases has become so common that there is hardly a business house without one or more "selling sentences"—but there are few companies that have come to be known by their slogans.

The L. V. Nicholas Oil Company, of Omaha, Neb., is one that has achieved much publicity and recognition through the slogans and catch phrases it has used in introducing and keeping its products before the public.

The L. V. Nicholas Oil Company was the first to use (and still uses) the slogan "Business is good, thank you," which has been copied so many times in the United States. When anyone repeats the slogan in the West, people think of the Nicholas Oil Company.

In putting auto oils before the public, instead of calling them "the best oils," etc., the following phrase was used: "Let Your Motor Be the Judge—It Knows." It was an immediate success.

Pits for the draining and cleaning of lubricating systems, crank cases, transmissions and differentials were put in many of the oil filling stations, the signs and ads reading: "We Pay for the Work—You Pay for the Oil." This brought in hundreds of cars with most of the drivers commenting on the way the pits and their service were put before them.

When a following was had for our oils, so many requests came in asking what oil was the best of all the oils we carried that we started the slogan which we run under the names of our two leading oils: "The Best Oils We Know." That also has proved its worth and does not ride rough shod over the claims of competitors. We are proud of our oils and think them the best, but our competitors think the same of theirs—therefore we say ours are "the best we know" instead of calling them the best on the market.

Any of the above mentioned in this part of the West is just another way of saying L. V. Nicholas Oil Company.

We find that a good slogan or catch phrase is an aid to any advertisement—but we try not to make the mistake of thinking that it is the whole advertisement.

CHAR. A. HALL,
Advertising Manager.

Shoe Trade Paper Publisher Dead

Frederick F. Cutler, publisher of *The Shoe and Leather Reporter* and *The Shoe Retailer*, Boston, died at Newton Center, Mass., on July 16.

John A. Drake, who recently resigned from The Martin V. Kelley Company, Toledo, has returned to his former position with the Campbell-Ewald Company, Detroit.

The Farm Field for Motor Trucks

The most complete and comprehensive survey ever made of the Motor Truck as Applied to the Farm Field.

Prepared and Analyzed by the
Goodyear Tire & Rubber Co.,
Akron, Ohio

Permission has been given to publish this Exhaustive Survey. The first installment appears in the July 15th issue of FARM MACHINERY-FARM POWER—always full of facts for Tractor, Truck and Farm Equipment Dealers and Manufacturers.

Write Quick for Your Copy

FARM MACHINERY-FARM POWER

Charter Member

Associated Business Papers, Inc.

Individual Member,

U. S. Chamber of Commerce

ST. LOUIS, MO.

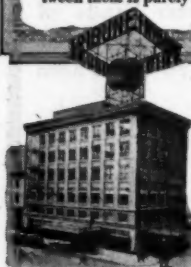
"Headquarters for Tractor and Farm Equipment Facts"

Oakland Tribune HOME EDITION

Oakland, California

To understand the importance of this city, one must know that it is the dominant municipality in a group of several cities with a population of 400,000, situated on the mainland side of San Francisco Bay.

These cities are so closely connected or surrounded by each other that the division line between them is purely imaginary.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

Canadian Made Paper Boxes

for Canadian Trade

—factory capacity and equipment to handle the biggest orders promptly.

—system and service to handle small orders satisfactorily.

RUDD PAPER BOX COMPANY, Limited
W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

Jobbers Seek to Prove Their Right to Existence

The Challenge of the Procter & Gamble Distributing Company—The Plan of This Organization to Sell Its Goods Without Aid of the Jobber Watched with Interest by Trade Associations

THE decision of the Procter & Gamble Distributing Company to extend its policy of direct sales to the retailers nationally—to the exclusion of the jobbers—has precipitated a very interesting and momentous situation in the grocery trade. Nothing in recent years has come quite so near challenging the wholesale grocer to the defense of his economic life, and the significant feature of the situation is the fact that wholesalers have frankly accepted the challenge. In the language of the street, the trade is "going to it."

Under the simple facts of the case, Procter & Gamble propose to sell their product without the jobbers' aid and the jobbers are out to prove that they and their 30,000 or 40,000 salesmen and friendship with 350,000 retailers can sell competitive goods fast enough to make the company sorry it took so sweeping a step. The race is on and it is up to both sides to prove their mettle. If the soap company wins, the jobber might as well send for the coroner, for other manufacturers are watching the contest with peculiar concern and might go and do likewise. If the jobbers win, they will have proved their much-mooted efficiency and a right to acknowledgment as the cheapest, best and most effective channels for distribution.

Every leading association in the trade is aroused to the issue and members are being urged to rise to the occasion, individually pushing the battle in his own field and liberally backed by makers of rival brands of soap, soap powder, cooking fats, etc.—and apparently the trade has little difficulty in

An Editorial from
The AMERICAN LEGION Weekly
Issue of July 16th, 1920.

How Not to Exploit a War Record

THIS magazine is glad to print in full the following resolution adopted by Advertising Men's Post No. 38 of Chicago as an expression of a sentiment with which it is in full agreement:

Whereas, our attention has been called to the publication of advertisements of patent medicines in newspapers and other periodicals purporting to be the testimony of grief-stricken survivors of men who gave their lives in this war; and

Whereas, Advertising Men's Post No. 38 of the American Legion, Department of Illinois, is composed of men who are engaged in the advertising business; therefore

Be it resolved, that we go on record as condemning the use of war records of soldiers, sailors and marines killed in this war for the exploitation of patent medicines; that our Post send a copy of this resolution to the gold star mothers and other relations of departed heroes, who through approbation, cupidity, ignorance, or otherwise are allowing the publication of their photographs and testimonials together with the exploitation of the heroism of their heroic dead, for the promotion of patent medicine sales; and that our Post send a copy of this resolution to the Department of Illinois of the American Legion, to THE AMERICAN LEGION WEEKLY, the Associated Advertising Clubs of the World, the American Newspaper Publishers' Association and divers other newspapers, magazines, periodicals and associations interested.

The reliability of all advertisers in The American Legion Weekly is guaranteed.

Last week contracts to the amount of over \$16,000 were refused as not conforming to our standards of clean and reliable advertising. See "Our Platform," issue of February 6th, 1920—sent on request.

**The AMERICAN
 LEGION Weekly**

Official Publication of

The American Legion

627 WEST 43^d STREET
 NEW YORK CITY

C. R. BAINES, Business Manager

H. D. CUSHING, Advertising Manager

Interesting Figures for Interested People

Much talk is a weariness of the flesh and in the multiplicity of words there is confusion. These figures require no explanation. They are anvil strokes which need no further demonstration.

Agate lines of advertising carried by the Dayton Daily News of Dayton, Ohio, and the Springfield Daily News of Springfield, Ohio, were as follows for the first six months of the years 1919 and 1920.

THE DAYTON NEWS

January to June, 1919, total lines... 6,519,254

January to June, 1920, total lines... 7,447,398

Gain 1920 over 1919, total lines928,144

THE SPRINGFIELD NEWS

January to June, 1919, total lines 4,633,888

January to June, 1920, total lines... 5,257,252

Gain 1920 over 1919, total lines623,364

**GRAND TOTAL, 1920, NEWS LEAGUE OF OHIO
DAILIES 12,704,650 Lines**

Gain of 1920 over 1919, total lines . . 1,551,508

Verily the proof of the pudding is in the eating, and these figures lend a pleasant flavor to the pudding *The News League of Ohio* has prepared for advertisers everywhere. "Reader Confidence," that's the answer.

JOHN GLASS
Western Representative
Chicago

I. A. KLEIN
Eastern Representative
New York

finding perfectly good articles for competition. One of the first effects is the determination of grocers to close out their stocks of "P. & G." goods and refuse to sell more. In some cases the soap company is importuned to take the goods off the jobbers' shelves and new lines are being stocked so rapidly as to drive rival manufacturers to their capacity to take care of the demand for stocks among jobbers who never handled the goods before.

NOT A NEW PLAN

There is really little new in the plan. It was inaugurated in the New York market several years ago and more recently in New England, but has now spread elsewhere. When first evolved, the company frankly said that it was not undertaken with any idea that it meant greater economy of operation, but rather to allow the company to direct its competition more intimately with the retailers instead of trusting its destinies to a third party who never claimed—generally at least—to be a "fighter for trade" for any one manufacturer as against others, but rather a distributor for all, especially on branded goods. With the possible exception of Philadelphia, the wholesalers have "filled" orders more than they have dug for them. In one notable instance, a few years ago, an association declared itself opposed to a sliding scale of margins, contingent on increased sales, although manufacturers contended that inducements were their only weapon to coax partisan enthusiasm from the wholesalers.

On the other hand, even if "P. & G." should win, it does not entirely prove that the jobber is of no use. Any one manufacturer can sell his product if he is willing to pay enough for the work, and in the inauguration of this plan the company has not reduced prices to the retailer but simply taken the jobber's profit, and in some cases even more, to compensate for its new responsibilities. But it has the privilege of handling its own competition. The

The Atlanta Journal

Atlanta, Ga.

The Rotogravure picture section of the Sunday Atlanta Journal is now printed in Atlanta by the latest improved Rotogravure process.

Circulation over 80,000.

The Journal
Covers Dixie Like the Dew

This man will bring
*Typographic
Distinction*
— to some
Advertising Agency

I WANT to put some agency in touch with a man who knows how to express ideas in type.

He isn't just a finished typographer—though he is that. After he learned typography, he learned how to write copy. And he does it splendidly.

Because he knows what he does, he never fumbles the other fellows' copy, when he puts it into type.

His work is a delight—and you will like him too!

Address: O. J., Box 68, P. I.

WANTED-THE LINK

Between Tremendous Advertising and Big Sales to the Drug Trade

The door is open to a red blooded live wire, experienced in writing real salesmanship letters and circular matter that sells.

A man is wanted who is capable of interesting the retail drug trade in nationally known products, backed by the largest advertising appropriations ever put behind proved "best sellers"—such as Bayers Tablets of Aspirin, California Syrup of Figs, Danderine and Cascarets.

No small-calibered man has a chance but here's a real worth-while opportunity for a well qualified mail order correspondent who can push special deals and keep the trade advised of advertising plans, etc.

Write at once with record of past promotion work.

Wm. E. Weiss, General Manager

Sterling Products Co., (Inc.)
Wheeling, W. Va.

issue is, therefore, not so much whether the jobber is economical as whether he is a safe and dependable distributor in a competitive field. And on this the grocers have joined issues.

WHERE DO THE RETAILERS STAND?

What will the retailers do about it? There are other issues at stake than the mere question of price. For instance, the retailer owes a great deal to the jobber—not merely out of gratitude but in the way of practical self-protection—and what he will do in this battle remains a matter of keen curiosity and concern. Even if the retailer chooses to buy "P. & G." goods at a low price there are other goods to be bought and practical economy makes it desirable to patronize and encourage the jobber. It would be a sad day for the retailer if the jobber was put out of the field.

Then there is the much-talked-of question of the "Big Brother." The retailers have been wailing because the jobber occasionally sold goods to chain stores, corporation stores, etc., with never a bit of concern about the manufacturer who did. They have urged jobbers to protect them and very generally the jobbers have come to realize that they owe the retailers a degree of partisan support for selfish reasons if no more; that the jobber and the retailer must stand or fall together. Retailers also know that when a manufacturer gets the "eliminating" habit too strongly, he may not stop at jobbers. Therefore, the question arises whether the retailers will buy and push the jobbers' "ammunition" or swallow the "P. & G." bait. There's a good deal at stake in the answer.—*New York Journal of Commerce.*

Kinsella and Brownson with Nelson Chesman

J. Hixon Kinsella has joined the service department of Nelson Chesman & Co., advertising agency, St. Louis. He was formerly with St. Louis and Chicago newspapers.

Another recent addition to this agency's staff is Walter C. Brownson, who was formerly with the Charles Daniel Frey Co., Chicago.

"I always
carry it
in my
pocket."



FOR NINE
YEARS THE
ACCEPTED
AUTHORITY

THIS Agency Solicitor Is Not Going To Be Caught Short

Live agency men everywhere carry STALKER'S in their pockets. A big one said: "I wouldn't think of leaving the office without a copy in my pocket." Alone in its field—only pocket service published—no other takes its place—reads quickly without a guide. Corrections made daily in type forms in our own plant as they come in. Close noon of the ninth. Out 15th. Speed all along the line. You get the latest in STALKER'S and you get it earlier. Three sections, sold separately or together. Magazines—Newspapers—Trade Papers. Ask for sample and price.

Stalker's Universal Rate Service

TOLEDO



OHIO



A Voyage of Discovery

SOME PUBLICATIONS OF THE ODHAMS PRESS, LTD.:

JOHN BULL

The "people's paper." Edited by Horatio Bottomley, M.P.

EVERYWOMANS

Smart weekly home journal

IDEAL HOME

The Practical Monthly for Home Lovers

KINEMATOGRAPH WEEKLY

The Journal of the British Kinema Trade

LONDON MAIL

Popular and Witty Weekly

PASSING SHOW

The Weekly Journal of High-class Humour

FAN

Brilliant Artistic Bohemian Weekly

PICTURES

The Leading Popular Film Journal

NATIONAL NEWS

A Clean and Independent Sunday Newspaper

SUNDAY EVENING TELEGRAM

Britain's Only Sunday Evening Journal

The Advertiser who contemplates exploring the British Market will find the advice of a qualified pilot a big help in getting his barque through the shoal-waters and reefs into the Harbour of Prosperity.

Philip Emanuel, Advertiser's Agent, of Odhams Press Ltd., has written in the May number of "Odds & Ends" a special message to American business men on opportunities for American enterprise in Britain.

"Odds & Ends" is the monthly House Organ of Odhams Press. A copy will be sent free to any American Advertiser who applies for it on his business note-paper.

Odds & Ends
A Monthly Journal from Odhams

Published by

ODHAMS PRESS, Ltd.

85-94, Long Acre, London, W.C.2., England

Can Any Form of Branding Protect the Buyer of Raw Materials?

Some of the Difficulties Encountered Are Pointed Out at a Conference of the Committee on Interstate and Foreign Commerce of the House of Representatives

RAW materials, which always present some of the most difficult problems of commercial identification, have not been entirely neglected in all the recent talk at Washington relative to compulsory branding, and the proposed alternative, legislation to prevent misbranding. Indeed, it is the recurring riddle of whether any form of interpretative labeling will suffice for bulk commodities and raw materials that is operating, along with other influences, to deter a Congressional Committee from conclusive action on the pending bills which, to the number of half a dozen, are designed to deal with merchandise branding.

In the conferences of the committee this question of raw materials—and especially that particularly interesting angle presented by the supposed obligation to carry through to ultimate consumers a primary producer's specifications—has been brought up repeatedly by Congressman Samuel E. Winslow. Congressman Winslow, in addition to being a veteran member of the Commerce Committee, has the benefit of long experience as a manufacturer of trade-marked articles which are sold in foreign markets as well as in the United States. Quizzing Representative Rogers, author of the Rogers Misbranding Bill, on a recent occasion he said:

"Suppose a manufacturer of light hardware in this country specifies to the rolling mill that he wants steel containing so many points carbon, and he buys it and it is billed to him in that way. Is it possible to cover by misbranding legislation any infringement of that contract in the event of the rolling mill selling him some other grade of steel?

"Let us go a step farther," said

the New England manufacturer, citing a hypothetical case that might closely approximate experience in his own line if the ultimate product were skates instead of chisels. "Let us say that A, a manufacturer in New Haven, of light articles of hardware, specifies to B, a rolling mill man in Pittsburgh, for a certain kind of steel, containing so many points of carbon, which will permit under certain treatment a certain degree of hardness, and the New Haven manufacturer makes up his chisels. He puts the chisel plate through an ordinary procedure of hardening, which, if the steel were correct, and the kind of steel he ordered, would give a certain degree of hardness. Now it turns out that when the carpenter in Chicago comes to use the chisel he finds that the chisel is soft. Meanwhile the New Haven manufacturer has described that steel as containing so many points of carbon. He virtually has misbranded the article by virtue of the fact that the Pittsburgh mill had not sent him the proper steel. Working on back, where would the responsibility be there? Would it be on the New Haven manufacturer?"

It was admitted that the bills as drafted would not reach the Pittsburgh manufacturer unless he misbranded the raw material, and such was the impression made upon the committee by Representative Winslow's point that it was virtually agreed that this question of raw material specifications must be cleared up before any bill on the subject could be recommended for enactment.

Another topic that came up for discussion in this same connection was that of where responsibility for testing for quality would rest in the event that legislation by Congress makes it necessary or

Oh, How I Wish I Could Keep This Man!

Conditions have developed, however, which necessitate our changing our plans completely.

We feel real grief at parting with him.

He knows publishing—both the advertising and the editorial end of the job. I was proud of my own ability in typographical layout until he came. And he can write—P. I. Monthly has carried his good stuff.

His is a sure hand; his mind is built for clear thinking, and, moreover, his heart is right and he is loyal and considerate and clean.

Will you write me about him?

Address "S. J.," Box 61, care of Printers' Ink, New York.

I know a woman

who would be very valuable to a concern having a sales promotion problem requiring more than straight advertising work.

This woman has the happy faculty of securing splendid co-operation from the people in the organization—knows dealer work; has edited house organs and directed national advertising.

Some concern, probably one making a product selling to women, could use this young woman to excellent advantage in advertising and dealer promotion work.

I should be happy to tell interested people more about her work.

CARL PERCY
Displays Company
71 W. 23rd St., N. Y. City

desirable for every seller to "show his hand" in marketing his wares. Congressman John G. Cooper made the point that the tempering of steel is done, not at the steel mill, but at the factory where conversion is to be made, say into chisels, and that upon the last-mentioned manufacturer rests the responsibility of employing chemists to test the steel.

Col. Winslow replied: "The fact is that probably there would not be one manufacturer of steel articles in a thousand in the United States who has the facilities of a chemical laboratory. Some of the big ones have, but very few. A man who buys in a small way, or in a reasonably large way, puts his confidence in the rolling mill and trusts to their laboratory and their knowledge in the turning out of the proper kind of steel. When a man who manufactures and turns out articles—take, chisels, for instance—is selling on a close margin he does not have a man there with testing facilities to test every chisel that goes out of that place. He cannot do it. The truth is that he takes the steel that comes to him and runs that through under a treatment which will bring out the proper degree of hardness if the steel is of the correct quality." The author of the bill, after hearing the New England manufacturer, remarked: "It is possible that the intermediary, the New Haven man in this case, could protect himself by demanding some sort of guaranty from the steel manufacturer. But we all know it might be difficult to obtain such a guaranty, and it might clog legitimate business if it were insisted upon."

CHENEY BROTHERS' EXPERIENCE

Horace B. Cheney, of Cheney Brothers, South Manchester, Conn., made an interesting contribution to this same general discussion. He, at one point, said: "It has been in the past proposed and will be again proposed that silks be subjected to chemical analysis and that the finding so determined by chemical quanti-

LATEST

Pacific Export Information

*No Keen Business Man Guesses
and Gambles in the Domestic Field
—Neither Need He Do It in the
Pacific Export Field*



750
pages
of timely
Pacific
Export
information
—Yours for 1c a page.

Since conditions in this country are so changed to what they were a year ago, think how much greater has been the change with Pacific Export Countries. It is the same in this field as home—timely information oftentimes makes fortunes in a few months for a man—lack of it loses one for him. But no man needs to guess—to gamble—for timely facts, methods and trade statistics covering the Pacific Export Field are available. Authentic information is at his command in handy, complete form in the 1920 Pacific Ports Manual—now from the press. Seven hundred and fifty pages of workable matter. To make this Manual accurate—reliable—the editors searched the whole field for the facts—associate editors abroad supplied the latest verified data. An idea may be gleaned of the completeness of this work—what an essential partner it is for the man who operates, or even hopes to operate in the Pacific Export Field—when fifty-nine pages are required to index it. Some of the subjects covered are:

- Buyers' Guide
- America's Place in World Commerce
- How to make an Export Shipment
- Financing Foreign Trade
- Export Trade Marking
- Parcel Post as Trade Factor
- Cable Rates to Pacific Countries
- Marine Insurance
- Foreign and Domestic Trade Terms
- Table of Amounts, Calculation of Cargo Space
- Ports of the Pacific Ocean
- Treaty Ports and Ports of Call
- Pacific Countries and States
- Transportation Companies
- Principal Oils and Their Uses
- Principal Sources of Pacific Products
- Principal Nuts and Their Uses
- Pacific Markets for U. S. Goods
- How U. S. Bureau Aids Exporters
- Customs Procedure and Suggestions
- Money Conversion Tables
- Useful Tables
- Coins of the World
- Directory of Exporters and Importers

You are led through exporting step by step—shown how to develop a customer list—what aid may be obtained from U. S. Bureau—how to finance Foreign business—how to protect your trade mark—how to pack your wares—how to insure them—furnished a list of transportation companies—shown how to ship and bill—shown custom procedure—practically schooled in exporting. And it's all in one handy volume—a seven hundred and fifty page book to keep on your desk—to use daily. Only one limited edition is published each year—there is no other work like it. Each previous issue has sold out months before its succeeding volume has been ready for press. This 1920 issue—just out—is the largest, most complete issue of all. If you wish a copy, you will have to act at once. Just sign the coupon—send no money and we will forward a copy with the distinct understanding that, if after reviewing the book, you are not more than satisfied you need merely notify us and we will cancel all obligations. Sign and mail the coupon now.

TO BE MAILED TODAY

PACIFIC PORTS, Inc.
626 Central Building, Seattle, Wash.

I would like to examine a copy of the 1920—750-page Pacific Ports Foreign Trade Manual, so send me a copy and bill in the usual way for \$7.50. If after ten days' examination I am not satisfied I may return the book and you are to cancel all obligations. P. I.

Name

Street and No.....

City and State.....

(5% discount cash with order—money refunded if dissatisfied.)

Copy

MAN WANTED

who knows shooting and fishing from practical participation in same, and who can write dignified, interesting advertising copy about Guns, Ammunition and Fishing Tackle, and their uses—copy that will stand the hypercritical eye of the experienced sportsman.

This is an unusual opportunity for a man ambitious to get somewhere. Write your history in confidence to A. H., Box 66, care of PRINTERS' INK.

ENGRAVING AND TYPOGRAPHIC EXPERT WANTED

**By large, fast-growing
advertising agency in
New York City**

YOUNG MAN, preferably though not necessarily with agency experience, who can see the future of this agency as big as we see it and who is willing to work as hard as we are to make it certain.

A thorough technical knowledge of engraving will be necessary, with a highly developed appreciation of the effect to be desired in the finished job.

The applicant who wins this position will be a good business man, uninfluenced in the purchasing of engravings by personal friendships. He will be a master of details. He will also have a capacity for rapid growth—a vision of the untouched possibilities of Art in Advertising.

His future here is as big as he is—provided he prove himself big enough.

Write details of experience, age, education, race, salary wanted, etc. Address E. W., Box 65, care **Printers' Ink**.

tative analysis shall be used as a basis for prosecution of manufacturers. The Silk Association, in order to determine the practicability of that plan, employed the services of the ten best chemists that they could find available, two in Germany, two in France, two college professors, two commercial chemists in the United States and two men from the United States Bureau of Standards, to make an analysis of a given set of samples, with the result that there were no two chemists who agreed, and the variations were so great that in one case a chemist made an error of 100 per cent in the amount of weighting which he found in the material.

"Cheney Brothers employ approximately 5,000 people. We have in the neighborhood of 200 people in our sales organization and a considerable number of technical experts of all kinds employed in the plant. It is my belief that the number of men in Cheney Brothers' employ could be numbered on the fingers of one hand who, given the most complete physical and chemical analysis that it was possible to make of silk goods, when they had it before them, could tell you whether the goods were good merchandise and suitable for the purpose and the price charged.

Still another angle of this same question was brought forward when Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry, United States Department of Agriculture, in the course of this same discussion called attention to the situation that exists with respect to "patent flour" as the term is applied to a product obtained by the roller process from a given kind of grain. He said: "Inasmuch as the designation of the grades of flour is based on the process rather than the kind of flour a man gets out of the wheat, the term 'patent flour' may vary to a very considerable range in its application and you may have flours of very different quality, yet they each are called and are entitled to be called 'patent flour.'"

An Invitation to **MEN** *of High Creative Ability*

THERE is a place in our executive circle for another man endowed with unusual creative talent—who has a capacity for responsibility and the courage of successful performance.

Copy skill of the highest order is an essential qualification, although the chief duties are far afield from copy writing. Knowledge of advertising art fundamentals and ability to make simple visualizations are likewise of primary importance.

Business and sales experience and personality will carry the decisive weight.

We cannot undertake to teach a fledgling to fly, nor do we care to deal with the resistance of inflexibility. And we are sure we could not get along with a man who has not thoroughly learned that success is generally a matter of ability and willingness to pay.



FOR a man of the needed calibre, there is here a capital-sized opportunity in a soundly, rapidly growing business. Not least important, there are pleasant associations and almost ideal working conditions.

We would much prefer that men interested communicate with us by letter.

EVANS & BARNHILL, INC.

Merchandising : Advertising

AEOLIAN BUILDING, NEW YORK CITY



*ANALYSIS of specific sales
and advertising problems as
applied to individual organi-
zations and their competition*

Bureau of Market Analysis announces a material increase in field personnel available for service to advertisers and advertising agencies.

All investigations are planned to attain a definite objective set by the client in conference with the Bureau. All analyses are based upon personal inquiry in the field.

We are serving organizations well known to you—representative of the following industries and interests:

Advertising Agencies
Automotive
Meat Packing
Furniture
Canning
Rubber
Musical Instrument

Municipal
Foodstuffs, Beverages
Surgical Supplies
Refrigeration
Office Supplies
Household Specialties
Clothing

Full details, plans and estimates submitted without obligation to the inquirer. Correspondence is invited.

BUREAU OF MARKET ANALYSIS, Inc.

5 S. WABASH AVE.

CHICAGO

Making Rest of Line Follow the Leader

(Continued from page 12)

small overboard motor suitable for attaching to rowboats—to put a big advertising campaign back of it and make it a leader.

After two or three years of unsatisfactory campaigning, the thing was dropped as a failure. When the leader was adopted it was made to associate with the other marine engines. The two things clashed. The national campaign should have been put behind the original line, or the leader should have been completely insulated from its associates. The two propositions pulled against each other. If the inertia of the regular line could have been killed off, the leader might have had a chance.

The candy business has its peculiarities, like any other business—as the reader's business, for example. But a leader in the reader's business might not act at all the way it did in the Whitman business. The Whitman experience proved above every other thing that the candy business needs other kinds as well as a leader. The consumer of candy likes variety—likes a change. Hundreds and thousands of the people who bought Whitman's Sampler never read the explanation which is so carefully printed on the inside of the cover. Many who did never got the idea at all that the Sampler was an introducer, but thought all the reading matter they saw was just press agent stuff for the Sampler—to make them believe it was made up of good candy which the manufacturers recommended very highly. Had the Sampler made them think when they picked up a piece of candy: "Now this delicious chocolate-covered almond is a sample of Whitman's Fussy Package, or Pink of Perfection (or whatever package it represented)! And this toothsome bonbon—Oh, boy!—that's from



Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

L. Kehlmann Company

Designing — Printing — Embossing
239 West 28th St., New York City

Art Director

As an artist of reputation, layout and Ideaman, I have given evidence of versatility, distinction and originality.

With proven merchandising and selling ability, I combine thoro experience in reproduction processes, printing, type-faces and paper.

I know the art market—individual artists and art organizations.

I can organize my time and the time of others.

I can give concise and understandable instructions.

I am 35 years old, married; salary \$9,000. I prefer to locate in New York or Chicago.

Address T. M., Box 53, care
PRINTERS' INK.

Advg. Mgr.

WANTED: We are an Advertising Agency. Our clients frequently have need of Advertising Managers, and we are often in the market for them as account executives.

Even though you are not contemplating any immediate change, we believe it would be worth your while to register your name and experience with us.

We can now use two or three men of the right sort. Address "D. F.," Box 67, care of PRINTERS' INK.

I WISH TO CONNECT WITH SOME LARGE MANUFACTURER — or Established Advertising or Selling Agency — seeking the services of a MAN OF EXCEPTIONAL ABILITY.

I offer the training and experience of over twenty years in *results-producing* for very large concerns, in varied lines. Thoroughly competent—as promotion and general sales manager, trainer and handler of salesmen, personal salesman, advertising director, "plan and copy man," etc. American; age, 44; health, perfect; habits, clean; glad to earn an *interest* in the *right business*; location, immaterial. Kindly cover all information and requirements in first letter, and I will do the same. Address: "T. A.," Box 60, Printers' Ink.

Bitter Sweet! Well, the next box of candy I buy is going to be one of them!" If it had done that, it would have done precisely what it had been designed to do.

Does your business need a leader? It probably does. Most businesses do. If you decide to add one take all the precautions you can against failure. Perhaps the failure will be a successful one, as it was in the case of Whitman.

* * *

ADVERTISING the family of products is a subject in which numerous manufacturers are interested. For this reason it is the policy of PRINTERS' INK to publish frequent articles on the subject. A list of a few of these articles that have appeared in PRINTERS' INK follows.—[Ed. PRINTERS' INK.]

San Tox Selects Trade Mark Which Permits Constant Addition to Line. May 27, 1920.

Creating the Advertisable Leader. August 28, 1919.

When the Advertised Leader Dims the Rest of the Family. July 17, 1919.

Bringing Together the Family of Unrelated Products—June 19, 1919.

Selling the Big Family of Products by Selling the House. August 29, 1918.

Why Yeast Foam Is Absorbing Other Members of Its Family. May 2, 1918.

Bringing Up the Big Beech Nut Family. April 11, 1918.

Mr. Punch Helps Goodell Pratt to Sell 1,500 Models. January 31, 1918.

How Nosco Has Worked Out the Family of Products Idea. November 30, 1916.

Why U. S. Rubber is Advertising the Importance of the Industry. November 2, 1916.

Canvassing as an Aid to the Introduction of a Family of Products. April 6, 1916.

How Tycos Is Being Advertised into Public Confidence. March 2, 1916.

Turning the Profit Corner by Centring on Quickest-moving lines. July 22, 1915.

The Introduction of a "Family of Products." (This article includes a list of previous articles that have appeared in PRINTERS' INK on the Family of Products.)

Candy Business Sixth Industry

Candy business is now the sixth industry of the United States, it was declared at the opening session of the National Confectionery Salesmen's Association of America in convention at Atlantic City.

Perhaps you are he

—but whether or not you are the exact individual we have in mind, this matter merits your attention.

One of our client-companies just celebrated its fifteenth birthday by moving into a new and beautiful all-sunlight factory building. Location—New York. Business—expanding rapidly. Products—a well and favorably known specialty line of food products.

Due to his constantly increasing responsibilities, the executive head of this organization needs an exceptionally strong man for the position of Sales Manager. The man who gets this job will assay about as follows:

Age 35 to 45 years

Sound merchandising experience
along specialty lines

Executive ability

Good judgment

Sane enthusiasm

Ability to handle
many types of men

Replies will, of course, be regarded as confidential for we are not so much interested in hearing from job-seekers as we are in locating a successful executive who feels that he has earned an opportunity to expand.

Reply fully, mentioning salary requirements. Address Advertising Agency, Box 69 Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY
Publishers

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill.
President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNIS, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGIERAS, Manager.

Issued every Thursday. Three dollars a year. \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Roland Cole Albert E. Haase C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 22, 1920

Is There Too Much Advertising?

Popular misconceptions too often mislead the expert advertising man as well as the layman. The statement that there is too much advertising has been made so frequently of late that it would be interesting to ask the next man who makes it upon what foundation of fact his statement is based.

David Burpee, president of the W. Atlee Burpee Company, seedsmen, of Philadelphia, said recently: "We advertise to sell seeds, but every one of our customers who gives seeds away to his neighbors helps to advertise

our business. He is converting people to the growing of flowers and vegetables."

There are hundreds of thousands of homes in this country having yards where flowers or vegetables might be grown and are not. Until these empty yards are turned into gardens there should be no cessation of advertising on the part of seedsmen and nurseries, no matter how extensively such concerns may advertise at present.

No article is more intensively advertised than tooth paste. Newspapers, periodicals, car-cards, posters, speak to us almost every hour of the day and night. Moreover, new brands of dental preparations are being put on the market every week. Does there seem to be too much advertising of this kind?

What are the facts?

It is estimated that only 25 per cent, or less, of our entire population brushes its teeth. Every man, woman and child in the land should brush their teeth and use some kind of paste or powder when doing so. Will there be too much tooth-powder advertising until this result is brought about?

Can there be too much advertising of eyeglasses until every sufferer from defective eyesight procures eye comfort and the means of doing better work? Or too much advertising of safety and other razors until every male member of the community of shavable age is able to shave himself every day? Or of life and fire insurance until all are protected? Or of vacuum cleaners and washing machines until every home has these labor-saving devices? Or of farm machinery until every farm is equipped with the means of lightening and speeding up work? Or of educational courses until every man and woman acquires the special training they desire in order to do better work? Or office devices until every office is outfitted?

Out of 267,574 miles of track on Class A railroads in the United States (i.e., roads earning \$1,000,000 a year and over) only 57,084 miles are equipped with automatic

block signaling devices. Is there too much advertising of these devices when human life is imperiled daily on every railroad not equipped with them?

No article of merchandise can be advertised too much so long as there are people who want it and are able to buy it.

Getting Salesmen To Read House Bulletins

There is a salesman in an automobile concern who once a day thumbs through the mail in his compartment of the mail box to note if there are any letters from customers. He then jams the notices, news letters, bulletins and all other internal material back, and about once a month, when the box is stuffed full, dumps it without a glance into the waste basket.

This case is an exaggerated illustration of a general attitude among salesmen toward internal matter, particularly of the educational type. Often such material contains most vital information, yet it receives barely a glance.

The salesman perhaps is not to be blamed. His temperament is fitted to an active, restless work. His habit is to be on the go. Reading, on the other hand, particularly heavy educational stuff, requires settled, concentrated attention.

This problem is really one for advertising to fathom. The information must be sold to the salesman. His attitude is equivalent to that of the average buyer. His interest must be gained by the appearance of the matter and held by its content.

One concern has approached the problem from this angle. Its stories of victories, changes in equipment, sales methods, and other internal notices, formerly sent out in stenciled form on regular internal correspondence letterheads, are now going out on especially printed forms set up as attractively as any piece of advertising composition going to customers. A bit of excellent psychology is used in having the form printed "Information for

—," with the name of the individual salesman filled in.

Many of the notices, instead of being stenciled with elite type-writer type, as was formerly the case, are now being printed in size not smaller than 12 point. Care is given to the lay-out to make it attractive and inviting. The "subject," formerly placed at the top of the page, is now left off. Instead, an attention-attracting opening sentence or headline is used, just as in the regular advertising. Each piece of matter approaches the subject from some fresh and interesting angle.

As might have been surmised, this salesmen literature is now prepared by the concern's advertising manager. It is succeeding, because he regards it as a legitimate advertising task, demanding as much care and thought as any other advertising work.

Advertising That Requires Courage

A phase of advertising which has only recently arrived at an active stage of development is that of creating demand for an article purchased indirectly as part of another finished product. The American Rolling Mill Company, "Armco" iron, was one of the pioneers in this sort of advertising. Only in the automobile field, where makers of axles, motors, transmissions and other standardized parts bid for public favor through the general magazines, has this type of advertising seen broadcast use. In most other directions it has been slow to arrive.

The reason lies in the fact of its being a less obvious form of advertising and one in which the returns cannot be quickly seen. Not that it is a more difficult kind of advertising, but it is one which needs a greater knowledge of the efficacy of advertising, with a higher faith and a sterner courage than the advertising of directly used merchandise. The business man who sets out to undertake a campaign of this sort must be content to settle down

to a policy of patience; he must be willing to invest in foundation work without immediate visible signs of return, knowing that his structure will eventually rear itself above the surface.

These truths are becoming more generally recognized. The manufacturers of Red-Line-In shoe lining, in recently inaugurating their national consumer campaign, have planned for a continuity of publicity over a period of three years, anticipating no extensive returns for the first eighteen to twenty four months. Gradually they expect to create a sufficient consumer recognition of the value of a known high-grade shoe lining to influence the manufacturers to build it into their shoes.

Money invested in advertising the indirectly used article may be likened to the buying of a long-term bond. It is slower in coming to maturity but often its security is firmer and the interest rates higher than that of its short-term brother.

Wholesalers, Where Are You?

What has become of that advertising campaign which the wholesale grocers of the country intimated a few months ago they might launch? Is it dead, dying, or will it soon see the light of day?

Surely an industry which covers every section of the United States, which embraces some of the most intelligent men in the country and which comes in contact, indirectly, with every American home, can find something to say which will be of interest to the community and of benefit to itself.

The wholesale grocers of the United States do not need to explain why they exist. The fact that they do exist is pretty good evidence that they should continue to do so. But can they not find, or develop, some element of public service on which to take a stand?

PRINTERS' INK believes they can.

Roundabout Advertising and Why

There is one class of manufacturers who, due to politics face an unusual advertising and merchandising problem. His products are bought, either entirely or in the majority of instances, by municipal authorities. Red tape, unprogressive and incompetent officers and petty political differences are merely a few of the obstacles he finds in his path. It seems that such manufacturers can legitimately lay claim to being excused from advertising.

Yet there really exists a fine opportunity for the use of advertising. Paid publicity can be, and has been, used successfully by manufacturers whose merchandise is not sold direct to the public. There is the Clay Products Association, which is advertising to gain the interest of the taxpayer in sewers. Then PRINTERS' INK has described the campaign of the National Paving Brick Manufacturers' Association, whose members are bringing their message to the man, or woman, who pays the bill. In both these cases the public is not directly concerned with the purchase of the product advertised. Unless local legislation requires that all municipal improvements be decided by referendum it is the governing authorities who have the "say-so." Indirectly, however, the American citizen's wishes in these matters are obeyed. If his voice can be raised in sufficient volume in favor of a certain product that product will, in time, be purchased. Of course, such a state of mind cannot be brought about hurriedly. Much time is required. But advertising can attain that end more quickly than any other method.

That is what these manufacturers are doing. Taking their cue from makers of accessories who are advertising to the public although their article may be but a minor part of the finished product, they are getting action by exerting pressure at the other end. This is a roundabout method of advertising that the peculiar nature of the situation makes necessary.

—a study for food advertisers

We know of no fairer way to judge the value of a medium than to accept the publisher's own estimate of the reader interest in each department or feature. This is shown by the amount of editorial space allotted to each subject.

The table below gives the amount of space devoted by the different women's magazines during 1919 to foods and housekeeping:

Modern Priscilla Leads with 86,974 lines

2nd Magazine....	78,685 lines	9th Magazine....	31,870 lines
3rd "	49,920 "	10th "	29,241 "
4th "	43,834 "	11th "	26,360 "
5th "	40,007 "	12th "	16,817 "
6th "	34,358 "	13th "	14,345 "
7th "	33,460 "	14th "	8,785 "
8th "	32,182 "		

Modern Priscilla not only devotes a larger amount of lineage to foods and housekeeping than any other woman's magazine, but also stands first in percentage of editorial space. The above record does not include the amount of space devoted to household linens and articles used for home decoration. This constitutes 51% of the needlework section.

The value of Modern Priscilla for food advertisers is therefore second to none. The amount of space devoted to foods and housekeeping is indicative of the type of reader.

MODERN PRISCILLA

Member A. B. C.

NEW YORK

BOSTON

CHICAGO

To Publishers—

Are you getting your share of advertising from New York and the East?

If not—our organization is prepared to obtain satisfying results for publishers of general magazines, class publications and trade journals.

We are a new organization—just forming to put the solicitation of advertising on a scientific basis. Our personnel includes three highly successful advertising salesmen of long experience, well known to advertisers and advertising agencies and thoroughly conversant with conditions in the East.

Who we are—what we have done and the service we are prepared to render will be gladly explained upon request.

Address:

"R. G.," Box 63, care Printers' Ink

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders, 3½x6½ in. \$10.00

Each additional thousand 3.50

1000 4-page Folders, 4x9 in. 12.50

Each additional thousand 4.50

1000 4-page Folders, 6x9 in. 16.00

Each additional thousand 6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the August Bulletin—Sent you free.

THE RICHEY DATA SERVICE

403 Meridian Life Bldg., Indianapolis, U. S. A.



Howell Cuts
for houseorgans
direct mail and
other advertising

ask for proofs
Charles E. Howell • 307 Fifth Ave. • New York

SPOT CASH WE BUY

Job Lots, Close-Outs,
Discontinued Stocks, etc., in
all lines. No quantity too large.
Quick Cash for bargains.

Send Samples and Full Particulars
BARGAIN BULLETIN FREE

FANTUS BROS., 521 S. Dearborn St., CHICAGO

WE BUY ANYTHING

Trying to Teach the Farmer to Add a New Product

There is an interesting story of an attempt to secure one of the basic raw materials of the paint industry in this country in the efforts of the National Lead Company to encourage the growing of flaxseed by American farmers.

President Cornish of the National Lead Company in detailing these efforts, recently said:

"We consume large quantities of linseed oil in the manufacture of white lead ground in oil, the usual form in which white lead is sold for painting purposes. In addition to the oil we ourselves crush, we are probably the largest buyers of linseed oil in the world. The high price of linseed oil, therefore, by tending to check painting, is very disadvantageous to the National Lead Company.

"For many years we have expended larger sums annually to encourage farmers to grow flaxseed and educate them to the best methods of securing the largest yield per acre. The inducements to grow wheat, instead of flaxseed, during the war, have resulted in flax not being grown in the United States and Canada in sufficient quantity to supply domestic demands, with the result that large quantities of Argentine flaxseed have been imported. The best market for the oil cake remaining after the linseed oil is extracted from flaxseed has been in Europe. Recently, therefore, we have bought large amounts of linseed oil crushed in Europe from seed grown in Argentina."

McCrary Stores May Sales Over \$1,000,000

The McCrary Stores Corporation, a five-and-ten-cent store chain organization, reports May sales of \$1,039,200, and sales of \$5,063,704 for the five months ending May, 1920.

Woonsocket "Call" Appoints Representatives

Gilman, Nicoll & Ruthman, of New York and Chicago, have been appointed foreign representatives of the Woonsocket, R. I., Call.

Paul Derrick to Visit United States

Paul E. Derrick, of Paul E. Derrick Advertising Agency, Ltd., London, England will visit New York, arriving during the latter part of September.

Butler Agency Incorporates

The Butler Advertising Agency, of Columbus, O., has been recently incorporated by H. S. Butler, N. W. Sheldon, F. G. Knapp, L. H. Sweetser and R. P. Smith.

How Does it Look— *In the Paper?*

Many advertisements look good in press proof form—but the vital point is, how will it look in the paper?



O'FLAHERTY'S PEERLESS MATS

print sharp and clear—they reproduce exactly. Why not play safe hereafter and use them?

Our representative will call upon request.

Made by O'FLAHERTY
225 West 39th St. New York.

What Is Rotary?

¶ Rotary is an intimate affiliation of carefully selected business men, having for its object the promotion of high ethical standards in private, commercial, and civic life, and consecrated to the ideal that the basis of all worthy endeavor is UNSELFISH SERVICE.—W. E. Douglas, Wilmington, Del.

¶ Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative
WELLS W. CONSTANTINE
1 West 16th St., New York

CHICAGO

Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

The Little Schoolmaster's Classroom

ENTERING an office building the other day, the Schoolmaster ran across an old friend, a high-powered specialty salesman.

"Going to an afternoon tea?" the Schoolmaster asked jocularly, pointing to a walking-stick carried by his friend.

"No, that's just an old stunt of mine—carrying a stick in calling upon prospects. You would be surprised at the help it is.

"You see, with my proposition I am calling upon the big executives. It is one which they never heard about previous to my coming—one which they have no interest in before my explanation. Consequently my calls are made without appointment, as a general rule; and while I have little difficulty after gaining the interview, my chief difficulty is to get in without wasting time making a number of calls.

"The stick helps me in getting by the desk attendants. It is my practice to present a card giving only my name. The stick makes the clerk hesitate about asking any questions regarding my business, particularly when I state it is something I wish to explain to the executive personally. So far as the attendant knows, I may be a friend of the boss coming to invite him out for an afternoon's golf, or a member of the Cabinet calling to consult him on some politico-business problem. Generally the attendant takes the card in quickly and respectfully and is apt to be solicitous about me if I am required to wait."

This salesman has developed the art of "getting in" to the nth degree. He has studied all the ways of getting through the barbed-wire entanglements with which many executives surround themselves. Consequently, this little idea is worthy of some attention. The Schoolmaster must not forget to mention, however, one remark he made which has a bearing on its use.

"I am old enough, you see, to carry it off without its seeming to be affectation or laying myself open to the thought of being guilty of deception by implication. I have arrived at that stage where carrying a stick in business is, while unusual, not unnatural.

The successful adaptation of copy, both to the product and to the medium in which it is used, has long been one of the cardinal points of success for an advertiser. If cleverness in adapting copy to medium and speed on his feet is any criterion, then Joe Murphy, a barber of Youngstown, Ohio, comes under the classification of a successful copyman. Witness the following, which appeared in a theatre program in his town:

9 REAL BARBERS 9 Who Give Personal Service This is the Cast

As you enter	Joe Murphy
Next in line	Jerry Agers
A chair further back	Spud Baker
A fourth one	Cleve Arnold
Count five	Bert Hartman
The sixth	Fred Felder
The Seventh Artist	

	Frank Johnston
Next	Bill Carr
Last but not the least	

Our Manicurist	Jay Beighley
The Porter—with pep	Miss Schultz
	Loney Walker
Joe Murphy, 31 E. Federal St.	

The time honored request for the suggestion and criticism of his customers, in the Schoolmaster's way of thinking, is one of the most happy habits of the American business man. Yet happy as it is, it could be made more cheerful by a bit of furbishing of the wording of the request.

A piano company, Lyon & Healy, of Chicago, a short time ago advertised its desire for the criticism and suggestions of its customers



BRUCE BARTON writes "Business as a Spiritual Enterprise," and the cash value of being just humanly decent. He refers to the Bible as the best sales manual yet published. A real message for every business man who regards his job in life from the broader aspect. You will want to read it twice.

for August

24 other "how" articles with unusual illustrations

Printers' Ink Monthly

America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through

THE GAS RECORD

(Semi-monthly) 29 W. Jackson Blvd., Chicago
H. O. Jasper, Editor, Walter V. Turner, Technical Editor, Herbert Graff, Ad. Mgr.
Eastern Office: 58 W. 45th St., New York.
Telephone Vanderbilt 3695. Member of the A.B.C. and of the Associated Business Papers.

American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

The Peptimist

New Telegraph Bldg., Detroit, Mich.

is to have a new name. But the things that have made it an essential trade paper to 16,000 Retail Building Supply Dealers will remain. Send a copy lately!

OIL ADVERTISING

Send for sample copy and rate card of

PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Monthly)

20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES,

537 South Dearborn St., Chicago

Office Appliances

The one journal which covers the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

in a manner that gladdened the heart of the Schoolmaster.

"There is always the other side to the street," were the opening words of this advertisement, which continued:

"When we feel we are getting too set in our notions, we like to remember that, after all, a good many things are a matter of taste.

"In China, for instance, the men wear gowns and the women wear trousers. And a Chinaman, you know, never shakes hands with a friend, but shakes hands with himself. We like fresh eggs, but the Chinaman has a partiality for an egg that has been buried for about seven years. He blacks his boots white, strings his money on a stick and reads his books backward. When he takes a cup of tea he puts the saucer on top of the cup and not under it.

"Really there is something to be said for the other side of the street! We are all traveling the same journey, trying to make the world a little better for our stay.

"So in the matter of rules and regulations of this store—there is always a willingness to receive suggestions. If our system doesn't seem right we are glad to discuss the matter.

"We wish to avoid, most of all, the mental attitude of Eliphaz, Bildad and Zophar. Job, you may remember, protested to his three friends in these words:

"No doubt but ye are the people And wisdom shall die with you."

* * *

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 19th St., New York City

IF WE COULD GET THE MAN WE WANT,

He would look something like this —

He would be between 30 and 35 years old—maybe 40.

He would be married, but we would overlook his being single.

He would have had some years of real experience selling goods to the retail and wholesale trade,

But he would be more than a salesman—he would be an executive.

If he were so situated financially, he would like to start a business of his own, preferably a selling agency, representing some good specialty food product lines.

He would, of course, be honest and reliable and dependable and straight.

He would be a hard hitter and in the best of health to stand the pace.

He would want more than a salary—he would want a partnership in the business.

Now, here is what we have—

Ours is the leading firm of its kind in one of the largest and best cities in the East. We represent some of the very best food accounts in America. We have a group of accounts which are distinctive and separate from our other accounts. This separate group we propose to put into a separate department. We want a man to head this department. He must sell to the jobbing trade and be able to train salesmen who can sell the retail trade. He must be a business man from the word go, and a man who has made good and who deserves a real chance and a big one.

We want a man who values himself at from \$5,000 to \$10,000 a year because that is the kind of man we need, and that is the money he will make, commensurate with his ability.

The financial arrangement we offer him is this—

We will pay him a suitable guaranteed salary. We will finance all his operations, the employment of the men he requires, etc.

At the end of each year, a suitable division of profits will make his earnings on a line with his ability.

He will have a free hand and a wide-open chance, and every opportunity to go the limit, providing he is the right sort of man.

Such a man is, probably not out of a job right now, but he might like to go into business for himself if he had the right chance.

If you are the man or know of such a man, we would like to hear from you confidentially.

One of the accounts we represent is the Borden Company of New York City.

Your reply, addressed to

THE BORDEN COMPANY
DEPARTMENT OF DISTRIBUTION
NEW YORK CITY

will receive prompt attention from us.

WANTED: A Connection With a Progressive Manufacturer

AN advertising man of mature experience, now seeking a new connection, is desirous of submitting his qualifications to and opening negotiations with manufacturers requiring the services of an Advertising Manager or an Assistant Advertising Manager.

This man's record will appeal to the manufacturer who is exceptionally critical concerning the character of his personnel.

Address

"S. E.," Box 64, c/o Printers' Ink

COPY MAN WITH IDEAS

Are you able to write technical copy for Steel Products?

Do you know advertising so you can produce copy to please the manufacturer and meet the requirements of standard advertising?

Can you meet big men and create their confidence in your ability and your ideas?

If you can, tell us about yourself and send us some samples of your work as we need a comer with ideas—big ideas, ideas that can be expressed in illustrations or words.

Address "Pittsburgh," Box 62, care of Printers' Ink.

IN
LOS ANGELES
IT IS THE
EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement
April 1, 1920

134,686

Grows Just Like Los Angeles

REPRESENTATIVES

New York: Chicago:
Lester J. Clarke, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

An advertising man told the Schoolmaster recently that a law should be passed making it compulsory to set headlines for campaigns in type.

It seemed such a radical idea that he was queried at length on the subject.

"When headlines, captions, titles, etc., are hand-drawn," said he, "the letterer goes in for all kinds of queer, eccentric style of type—with lots of flourishes and curlicues and toppled-over S's and unreadable twists.

"If there is one part of an advertisement that should be more legible than anything else in the display it is the caption—that first lead-off. Because some people never lead further than the first line or so. That makes or breaks the efficiency of the message.

"I have been looking through magazines and newspapers and I find that there is an alarming increase in the tendency to 'fancy' lettering, all hand-drawn and all extremely difficult to decipher.

"Understand, I am not opposed to original lettering, and all type headlines would certainly grow tiresome, but if lettering is drawn then it should be liberally edited by people who have a sympathy for legibility.

"Artists can secure artistic and pleasing results without going in for the eccentric and the involved. In my shop I have clipped a number of these impossible headlines and have put them on display, with a strict order that 'nothing like this should be done.'

"There are at least twenty-five different styles of hand-drawn letters that give the desired result and yet which do not tangle the eye and the mind. If there is anything more important than making a message easy to read, then I want to know it.

"The same thing occurs on painted bulletins. I looked from the windows of a fast train running between New York and Philadelphia the other day and made it a point to try to read the lettering on the many boards en route. You'd be surprised to know the percentage of them that baffled the eye."

Publicity Club of London Holds Interesting Contest

The Publicity Club of London, England, recently held among its members a rather unusual contest. Members were asked to prepare two papers: One suggesting an advertising scheme for selling rice; and the other on how to sell an organization. In the former case \$5,000 was given as the advertising appropriation to be extended over a period of six months. W. T. Day, London advertising manager of *The Pioneer*, of Allahabad, India, was the winner, and F. A. Priestly, of the London office of Erwin, Wasey & Co., Chicago, took second place.

F. T. Bowers Joins Arthur Rosenberg Co.

The Arthur Rosenberg Co., Inc., advertising and printing service, has placed Frederic T. Bowers in charge of production. Mr. Bowers, who succeeds F. C. Clayton, now English and Continental representative for the Wizard Manufacturing Co. of St. Louis, was formerly with the Redfield Advertising Agency, of New York.

K. D. Ewart Advanced at "The Grain Growers' Guide"

K. D. Ewart, who for three years has been a member of the advertising staff of *The Grain Growers' Guide*, Winnipeg, and who for the preceding three years was in the advertising department of the *Winnipeg Tribune*, has been appointed assistant advertising manager of *The Grain Growers' Guide*.

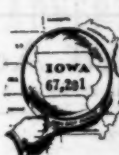
E. B. Hill with Tucker Agency

E. B. Hill, formerly a member of the editorial staff of the New York Edison Company, has joined the copy department of the Tucker Agency, New York.

GEORGE SETON THOMPSON CO.

**Direct Advertising
on the
Campaign Basis**

608 So. Dearborn St., Chicago



Less than 1% of our circulation is outside of the Corn Belt. 91.1% is West of the Mississippi river, assuring a uniform audience and uniform farming conditions.

Before September 1st there will only be one farm paper with more circulation in Iowa. September farms close August 31st.

CORN BELT FARMER, DES MOINES, IOWA

More Than 6,500 Dealers

in cigars and tobacco in the Philadelphia territory subscribe to the

RETAIL CIGAR LEDGER

Twice a Month; Sub. \$1.00 a Year

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

ARTISTS WANTED

Several strictly first-class mechanical photo-retouchers.

ADDA & KUENSTLER STUDIOS

37 East 28th Street New York City

The MAILBAG
Journal of Direct-Mail Advertising



APRIL - MAY

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that \$1.00 Will Buy; How to Collect Money by Mail; How to Conduct a Mail Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth for your money, send your subscription NOW.

MAILBAG PUBLISHING CO.
180 E. 40th St. Cleveland, Ohio

USA

We believe we have the greatest specialized knowledge of the vast student buying power to be found anywhere. Ask us anything you want to know about the College or High School Fields.

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York

Established 1913

Chicago Office: 110 So. Wabash Avenue

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Growing daily paper wants young man with advertising experience (newspaper preferably) to sell space. Must be energetic and constructive. Daily Advance, Staten Island, N. Y.

WANTED

ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.

ENGRAVERS

WORCESTER, MASS.

Wanted—To solicit Advertising Trade Publication. Write full details of residence, age, experience, salary, commission and drawing account necessary. Box 488, care Printers' Ink.

Bookkeeper Wanted—With long experience magazine or trade paper field—unusual opportunity for man with ability to take entire charge. Write full details. Box 489, Printers' Ink.

WILL AN ENERGETIC AD MAN

have enough adventurous spirit to spend his spare time helping me introduce splendid new article on the American market? No immediate reward, but life opportunity. Box 520, Printers' Ink.

Woman Copy Writer

The services of a young lady trained in producing retail advertisements are desired in the promotional department of the Elgin, Ill., Courier. Must possess keen conception of merchandise in all branches and have due regard for art in typography. Splendid opportunity in a highly developed and appreciative organization. Tell all about yourself and remuneration expected in a letter or wire for appointment. Charles W. Hoefer, Director of Advertising, Northern Illinois Group, Beacon News Building, Aurora, Ill.

Artist---Copywriter

Copywriter---Layout Man

Technical Monthly Publication has an opening for two men with the above qualifications. Both must be copywriters; one in addition must be all-around artist; the other capable of making good layouts. Address Box 491, Printers' Ink.

ADVERTISING SALESMAN

For a publication representative who wants to get out of a rut; or a dissatisfied agency man, there is an opening in a fast-growing New York agency for a successful, high-grade man. Salary plus commission and a wonderful opportunity for the right man to develop into important executive. Box 517, P. I.

COPYMAN WANTED

I want a first-class copyman, strong on layouts and able to direct artists in every particular. Apply now with samples. Confidential. E. S. MOFFAT, Advertising Manager, UNIVERSAL FILM, 1600 Broadway New York.

Wanted---Sales Executive

We have a splendid opening in our organization for a high-grade man to promote the sales of our heavy-duty scales. He must be between the ages of 30 and 45 years; technically educated along the lines of mechanical engineering and construction; with ability to write concise, convincing letters. Actual selling experience will be helpful but not so essential as a general knowledge of up-to-date factory methods. A good salary will be paid, the amount depending upon the qualifications and adaptability of the successful applicant. All applications will be considered strictly confidential. Write for appointment for personal interview, stating qualifications.

TOLEDO SCALE COMPANY

Copy Writer WANTED

The man we want has had actual and successful experience in writing on various mail-order propositions. He can show that his copy brings results. He is a man who can get the work out when it is wanted.

If you are that man, there is a good job for you in a big, live-wire agency. Location, Chicago. Write, telling us your experience in detail, age, idea of salary, etc.

KHA, Box 513, 833 Peoples Gas Bldg., Chicago.

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, reference and salary desired. Box 487, Printers' Ink.

ADVERTISING MAN

a fast growing credit clothing organization is looking for young man who possesses original and sound ideas; who has proven to be a sales producer. Must know how to plan campaign and layout copy. Such young man is offered opportunity to grow with business. Write giving full particulars. No samples in first letter necessary. A. F., 803, 110 West 40th St., N. Y. C.

General Manager of an Advertising Agency

One of the well-known agencies in New York City has an attractive opening for an able man in this capacity. Kindly give details as to experience. This is an unusual opportunity. Address

A. C. H., Box 511
care of Printers' Ink

ADVERTISING MAN WANTED

Largest manufacturing concern in its line, located in New York City, and using all forms of advertising, desires high-grade experienced man.

Applicant should have some engineering or mechanical experience and be thoroughly qualified as a catalogue writer.

Address, stating age, education, experience, and salary required. Box 501, Printers' Ink.

EDITOR WANTED

for "The National Clothier," the leading trade paper covering the retail clothing field, owned and published by the National Association of Retail Clothiers, issued twice each month, published in Chicago—national circulation.

This is not the sort of position usually advertised, but a real opportunity open to some man of marked ability, education and vision. The opening is made possible because tremendous recent expansion has made it necessary for us to place our present editor in charge of another important division of our work.

The man we seek must be a forceful writer, a clear thinker, and be a man of original, progressive and practical ideas. Experience is, of course, important, but real ability will be the main consideration.

Don't apply unless you can prove that you have the necessary qualifications.

Apply only by letter and give in first letter full details regarding your qualifications, experience, etc., and, where practical, send samples of your work. Arrangement will be made for personal interviews with those whose applications interest us. Address

NATIONAL ASSOCIATION OF
RETAIL CLOTHIERS,
233 W. Jackson Boulevard, Chicago, Ill.

MISCELLANEOUS

TO LET—SPACE WITH DESK FOR FREE LANCE ARTIST IN STUDIO. APPLY L. A. OF A., 111 WEST 42nd STREET.

HOUSE ORGANS—MARKET LETTERS—PROSPECTUSES—FINANCIAL COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

CATALOGUES, PAMPHLETS, CIRCULARS AND MAIL-ORDER ADVERTISING HANDLED ON SERVICE BASIS BY WOMAN with fifteen years' merchandising experience with foremost specialty house—highest grade of Art Work and Retouching; copy written and translation in any language. Consultation solicited. Box 510, care of Printers' Ink.

Theory and Practice of Advertising
Text book of Fifty Lessons; new 1920
edition. Boiled down for busy men.
Sent prepaid on receipt of \$1.00.
Geo. W. Wagnseller, Author, Middle-
burgh, Pa., U. S. A.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

FOR SALE—A new Duplex Tubular
Plate Press in 16-page Frames with
Folder, capacity to print 4, 6, 8, 10 or
12 pages and to which can be added
units up to 24 pages, pages of 7 columns
13 ems or 8 columns 12½ ems in width,
length of columns 21½, sheet cut 22½,
width of webs 16½ and 33 inches. A
complete stereotyping equipment is of-
fered with the press. Immediate deliv-
ery can be made at present market
price. Box 486, Printers' Ink.

MAIL ORDER BUSINESS WANTED

Will invest \$25,000 to \$50,000 in
purchasing an established mail-
order business. Write, giving full
particulars as to the character of
business, volume of sales, loca-
tion, etc.

All communications will be held
in strictest confidence and returned
upon request.

D. G. Redmond, Torresdale, Pa.

POSITIONS WANTED

Practical printer, layout man and let-
terer desires position with agency in
charge of printing and typography. 30
years young. \$45. Box 495, Printers'
Ink.

PUBLICITY MAN open for engage-
ment. Has successful record in cam-
paigns and "drives." Handles both
propaganda and advertising publicity.
Box 507, Printers' Ink.

Experienced Sales Correspondent Available

who really knows how to write letters.
Salary second in importance, but am not
a cheap man. Employer must be big,
broad business man. Box 508, P. I.

A RIGHT HAND

What busy advertising or sales manager
needs an experienced one? Prefer small
town—want to walk to work and keep a
pup. Now employed New York Agency.
Box 514, Printers' Ink.

SALES and ADVERTISING MANAGER

open for permanent position requiring
experienced Executive possessing in-
itiative and ability to plan and direct
successful campaigns. Age 35, Chris-
tian, married. Salary \$5,000. Box 490,
Printers' Ink.

LAYOUT-IDEA-MAN would like to
hear from New York advertising agency
needing "VISUALIZER." Can show
successful creative record. Also writes
copy. Box 506, Printers' Ink.

Poster Artist

Seeks outlet for work on free lance
basis—now employed. Call noon hour.
Box 504, Printers' Ink.

Department Store Advertising Manager,
now employed by concern doing a mil-
lion and a quarter annually, seeks bigger
opportunity; East preferred. Salary to
start, \$65. Box 499, Printers' Ink.

Sales Manager or District Representative
open for new connection on sound pro-
position. Wide acquaintance with general
manufacturing. Steel and Coal Industries.
Wide experience. Details? Box 516, P. I.

Lady, refined, educated, broad art train-
ing, executive ability, valuable experience
publishing and other business, desires
art, editorial or advertising position with
publishing firm, N. Y. Box 512, P. I.

A reputable, practical, high-class Photo
Engraver, also expert color process man,
going into Photo Engraving business,
wish to connect with publisher or printer;
object partnership. Box 493, Printers'
Ink.

Sales Promotion Manager

I have sold over three-quarters of a
million dollars' worth during the past
seven months, and wish to make a con-
nection, where compensation will be
based on results. Available now for
interview at your convenience. Box
502, Printers' Ink.

This Writer of Human-Interest Copy That SELLS Seeks a Position with New York Agency or Manufacturer

A young woman who for five years has
been writing story-form advertisements
and heart-to-heart sales copy, and edit-
ing house organ, *successfully selling to
home women*, desires a New York City
connection. Present salary \$4,000 with
large manufacturing organization of
highest standards. For an interview ad-
dress Box 503, Printers' Ink.

DO YOU NEED AN EXECUTIVE

With Broad Business Experience

College education, three degrees. Served
as Dean of two large colleges.

Expert in Sales Promotion, Advertis-
ing and Interviewing.

Successfully directed two campaigns
of National Importance.

Keen analyst, with marked organizing
and executive ability.

Now Assistant to President of a bil-
lion-dollar concern.

Age 34, Married. Salary \$5,000.
Box 492, Printers' Ink.

Office Manager, space buyer, with thorough knowledge of Agency routine, bookkeeping, etc., desires connection. Young, growing agency preferred. Address Box 522, Printers' Ink.

Experienced writer and editor, college M.A., highest references, desires permanent connection with publication or publishing house. Age 29; married. Newspaper, publicity and educational-editorial experience. Box 494, P. I.

Experienced advertising man going to the Pacific Coast by auto will conduct investigations or execute commissions while en route. Also interested in some high class selling proposition. Will leave N. Y., August 5th. Box 509, P. I.

Technical Advertising—Age thirty-three; with technical education, 8 years' experience in industrial plants, one year in publishing business, 4 months selling advertising, desires position as advertising salesman for publisher. Address Box 498, care Printers' Ink., 833 Peoples Gas Bldg., Chicago.

Aggressive young advertising man, now with large national organization, seeks new connection with agency or publication. Expert in research and market analysis. Possess real selling ability.

Man with keen merchandising instinct, sound sense of values and knowledge of markets and conditions. A writer of proven ability, combining experience in agency work with general and theatrical publicity and promotion work. Background of newspaper training. Box 505, Printers' Ink.

ADVERTISING MANAGER OR ASSISTANT TO SALES MANAGER
High-caliber man of 15 years' broadest experience in National, local and department store advertising and selling. Experienced in preparing newspaper, magazine, direct-mail advertising, house-organs, folders, buying printing and engravings, managing sales force and handling sales correspondence. Well educated. Best of references. Box 518, P. I.

A Man You Can Entrust with Your Advertising Dollars: Widely experienced executive who has worked where every dollar spent had to bring one hundred cents of advertising value. Has handled large appropriations covering all accepted forms of advertising. Trained in the work of the manager and the agency. Available as advertising manager to some manufacturer (or, possibly, as account executive with an agency) in the vicinity of New York City. Address Box 521, Printers' Ink.

Agencies! Here's a Valuable Man

Seven years' experience in all phases of advertising work for large national advertiser; last five years in full charge of advertising. Believes agency offers bigger opportunity; at present employed; 28 years old, married, well educated, energetic, works hard, ambitious, and has a record to be proud of. Box 497, Printers' Ink.

Situation wanted in an Advertising Agency or in Advertising Department of Corporation by a young woman who is about to complete a course in Local and Retail Advertising. College Education. M. F. H., Apt. 65a, 611 West 137th Street, City.

Sales and Advertising Manager
Ten years' experience mechanical and electrical equipment; technical education, M. I. T.; business education, Alexander Hamilton Institute; familiar with principles underlying sound business policies; capable reorganizing existing sales department or establishing sales organization for new company. Address Box 496, Printers' Ink.

Technical Copy Writer

A young fellow who can present the advertising story of a technical account in an interesting, appealing fashion. An experienced contact man. A capable handler of the entire details of several accounts. Open for position as advertising manager or with agency. Salary \$3600. Box 515, Printers' Ink.

Production Manager
Executive head of agency production department—young woman with twenty years' advertising experience, buying art work, type composition, printing and plate work; also editing and handling copy. Would like an opportunity for broader development with mercantile or manufacturing concern to whom this knowledge and experience could be valuable. Address Box 500, care P. I.

ADVERTISING MAN

Competent as head of copy and plan department for agency, or as advertising manager for manufacturer. Under 40. Eleven years with strong agencies in New England and New York. 100% on layouts. Experienced as buyer of printing and engraving. "A fast worker and real producer." Ask for record No. 11442. No charge is made to employers. Registration is free. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

Am I the Man?

Somewhere there is a manufacturing or large merchandising concern which can profitably use a man of my qualifications. I am in the early thirties, married, and have a family. Have excellent general and technical education; twelve years' engineering, system and statistical experience with public utility corporations; five years with manufacturing and merchandising concerns. At present am General Office Manager and Building Manager of large concern in New York City, handling large force of employees successfully. Prefer duties in connection with production. Have good reasons for desiring to make change. Full detailed information and highest references furnished in confidence to those interested. Address, Box 14, Doremus & Co., 44 Broad St.

Table of Contents

PRINTERS' INK, July 22, 1920

Making the Rest of the Line Follow the Leader.....	<i>Roland Cole</i>	3
Advertising That Uprooted a Foolish Prejudice.....		17
Right-of-Way Advertising		20
Honest Photographic Tricks.....	<i>C. H. Claudy</i>	25
The Condition of Our Railroads: The True Story.....	<i>J. G. Condon</i>	33
Wanted—A Sense of Humor.....	<i>T. Harry Thompson</i>	41
Manufacturer Builds on Fast Performance When Line Is Broadened.....		49
Classified Advertising Substituted for Mail-Order Price List.....	<i>John T. Bartlett</i>	57
How Audit Bureau of Circulations Is Helping to Conserve Paper.....	<i>Stanley Clague</i>	65
Advertising to Physicians—A Consumer Market for Medicinal Agents....	<i>Harry B. Mason</i>	73
Advertising That Acts as a Reception Committee for the New Product....		81
Western Clock Company Tells Workers Why It Advertises Though Oversold	<i>Roy Dickinson</i>	89
What Is a Correspondence Supervisor Supposed to Do?.....	<i>R. B. Newton</i>	95
Honest Advertising Won't Sell Dishonest Goods.....	<i>Albert E. Haase</i>	101
Heading Off Trade-Mark Infringement by Advertising Its Penalties.....		109
Sells the Idea of Sewers by Telling People of Their Need.....		113
Collective Buying Will Enable Retailers to Lower Prices... ..	<i>C. M. Harrison</i>	121
The One Appeal in Ide Collar Advertising	<i>Ira Fleming</i>	125
Nationalization Doesn't Prevent Strikes.....	<i>Harry Dubery</i>	129
The Value of the Illustrative Label.....	<i>W. Livingston Larned</i>	133
Selfridge Leads Price Reform in England.....	<i>Thomas Russell</i>	137
A Reserve Advertising Fund for Times of Business Depression.....		145
Jobbers Seek to Prove Their Right to Existence.....		150
Can Any Form of Branding Protect the Buyer of Raw Materials?.....		157
Editorials		166
Is There Too Much Advertising?—Getting Salesmen to Read House Bulletins—Advertising That Requires Courage—Wholesalers, Where Are You?—Roundabout Advertising and Why.		
The Little Schoolmaster's Classroom.....		172

Marks that indicate Worth-Character and Quality



A representative can give you
convincing details

Thos. Usack Co.

Chicago

New York

Largest Morning Daily Circulation in America

450,000

men and women buy THE
CHICAGO TRIBUNE every
week-day morning.

And these 450,000 Tribune
readers are the best people in the
world's most desirable market.

Write for The Chicago Tribune's 1920 BOOK
OF FACTS on Markets and Merchandising